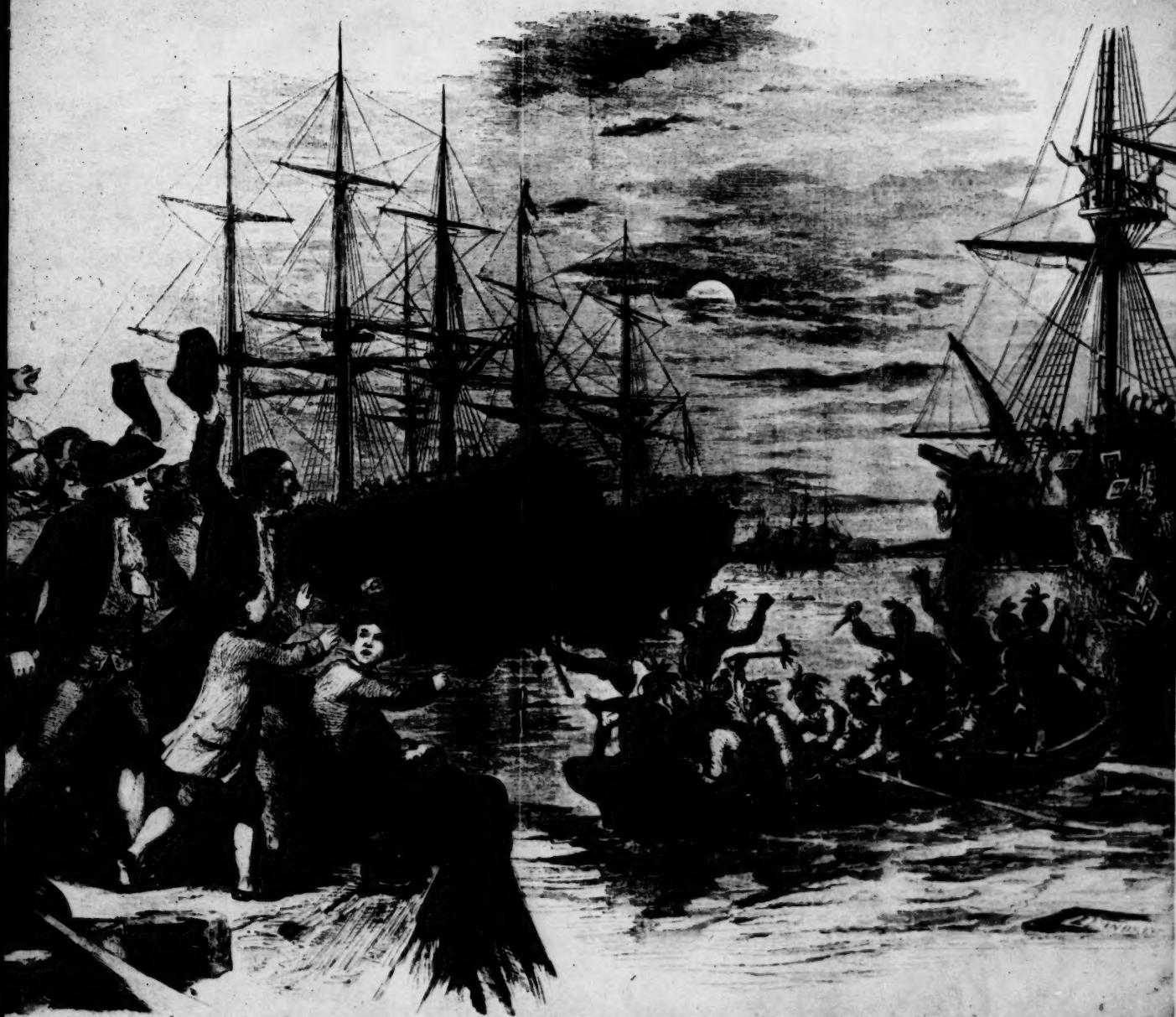


COFFEE ^{AND} TEA INDUSTRIES

AND THE FLAVOR FIELD

JULY
1961

FORMERLY THE SPICE MILL • 84th YEAR



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NEW YORK, 120 WALL STREET

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COFFEE AND TEA INDUSTRIES

AND THE FLAVOR FIELD

"THE PIONEER PUBLICATION IN THE COFFEE, TEA AND SPICE FIELD"

MEMBER OF
NCA

JULY, 1961

MEMBER OF
TEA ASSOCIATION
OF THE U. S.

VOL. 84, NO. 7

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PLEASE NOTE

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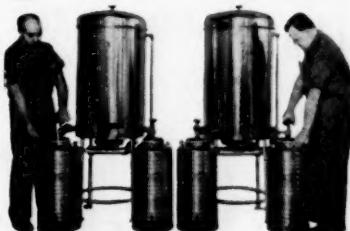
JULY, 1961

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JUNTA DE EXPORTAÇÃO DO CAFÉ
RUA AUGUSTA, 27—LISBOA—PORTUGAL

GRAND
PRIX

BRUXELLES

58

Integrity

The increasing disclosures of rigged bidding, dishonest advertising, and other unfavorable business news popping up every day, aroused our curiosity, so we opened the dictionary to look up the word.

in-teg ri-ty — Moral soundness; honesty; freedom from corrupting influence or practice; esp., strictness in the fulfillment of contracts, the discharge of agencies, trusts, and the like.

Yes, this word is still in there.

Some may think it is outmoded, but we take pride in its common usage in the coffee and tea industry. Just as in the "good old days," a hand-shake is still, more often than not, a contract.

However, while we are patting ourselves on the back, let's realize these are *not the* "good old days." We are in a too-fast moving, modern era in which "eat, drink, and be merry, for tomorrow—?" could very well become our slogan. In such an era, the word "integrity" can lose its meaning.

It is up to you and I to keep this word in the dictionary . . . to do business and live by its definition. Don't any of us give an inch!

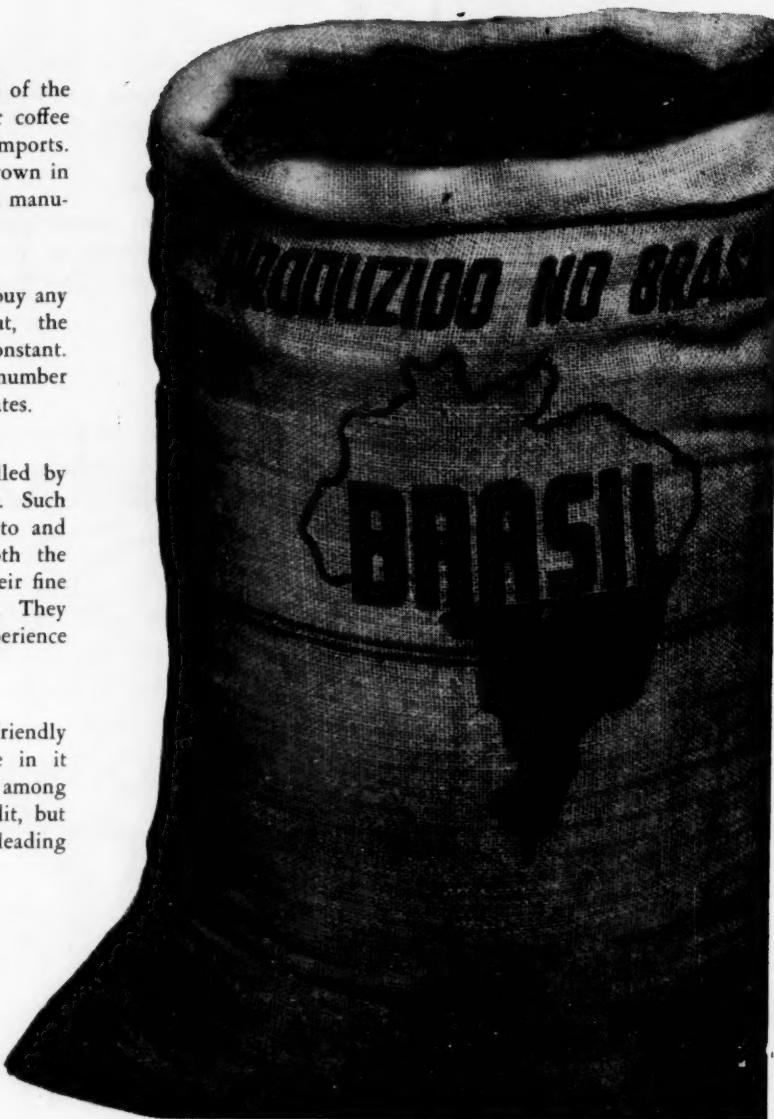
BRAZILIAN COFFEE — U. S. NO. 1 FOOD IMPORT

YEAR AFTER YEAR, the demand of the people of the United States for coffee has made it the largest of all food imports. The major portion of this coffee is grown in Brazil. Brazil, in turn purchases U. S. manufactured and processed products.

U. S. consumers, of course, can buy any coffee they choose. But, the nationwide taste for Brazils remains constant. Obviously, Brazilian Coffee is the number one food import into the United States.

THE variety of Brazils is unequalled by any other single source of coffee. Such crops as the Campinas, Ribeirao Preto and Sul de Minas are renowned by both the public and coffee experts alike for their fine quality, full body, flavor and aroma. They are a result of generations of experience found only in Brazil.

COFFEE is well known as a friendly drink—and the great commerce in it helps to weld bonds of friendship among nations. All coffee men deserve credit, but we of Brazil are proud to make a leading contribution.



BRAZILIAN COFFEE INSTITUTE

COFFEE & TEA INDUSTRIES and The Flavor Field

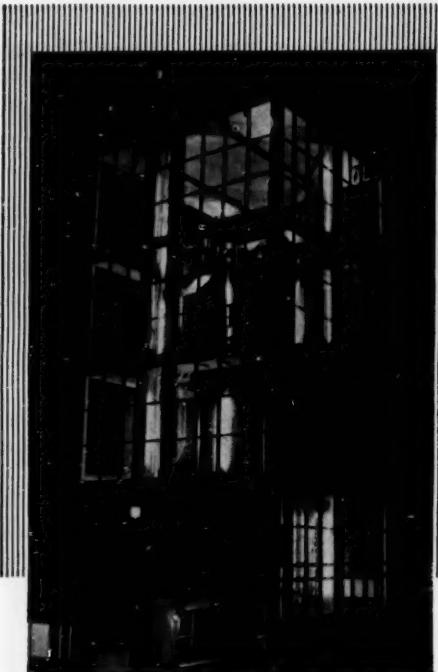


BRAZILS ARE PREFERRED

THE BRAZILIAN COFFEE INSTITUTE

JULY, 1961

120 WALL STREET, NEW YORK 5, N. Y.



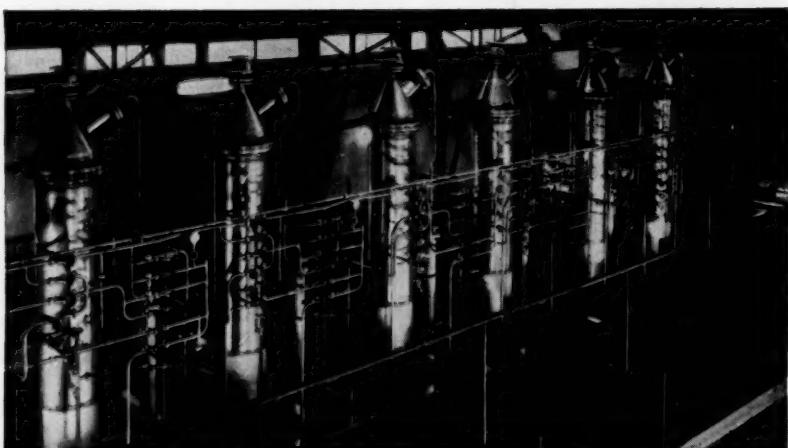
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Complete Plants
for
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and
Instant Tea

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MONTRAL

INDIANAPOLIS

Land Lease Plan For Private Industry . . .

(Within the last three years, a new, quiet development in financing has taken place in industry—a sort of land-lease plan for private industry, which as yet involves only about \$80,000,000 in loans to date. But because \$2,650,000 of these loans went into the coffee and tea industry, the editors believe that a discussion of this new form of financing would be of great interest to readers.)

Many leading lending institutions have been experimenting with 5-year, capital loans for manufacturers and wholesalers.

Simply summarized, this group will make long-term (up to five years) capital loans to companies, the loans to be channeled through Mercantile Discount Corporation which then administers the financing operation for the entire group.

These long-term loans are unique in that no share of ownership or profit is involved. The loans are a sort of private banking lend-lease to private industry. The minimum loan is \$75,000; the maximum is \$2,000,000.)

1. Who is eligible for such capital loans and what are the requirements?

Any processor and/or wholesaler in the coffee-tea industry with a history of growth is eligible for such long-term capital loans. However, these are four specific conditions involved:

- a. The company must show that it has a competent management team and is not dependent upon one man.
- b. The company must have a history of profits and show evidence of realistic expansion possibilities.
- c. The company must show how the new cash will be used to help expand sales and increase profits.
- d. The company must demonstrate an ability to repay the loan over a 5-year period.

2. How do these loans differ from bank loans?

Bank loans are wonderful—if you can get them. But the era of tight money through which we have been passing in the last few years has held back all companies except the giants. The smaller and medium-sized companies with net worth from \$100,000 to \$1,000,000 have been hobbled in their growth because their major source of funds is bank loans, and bank funds have been pretty tight these last few years.

More specifically, when banks made loans to commercial borrowers, they look pretty hard at the borrower's net worth, and restrict their loans to some percentage of the net worth. For example, to borrow \$1, a manufacturer must have \$4 in net worth. This is the general banking rule.

Then also, if the bank loan is unsecured, there is a matter of a compensating balance—i.e., the borrower must leave on deposit from 15% to 20% of the loan. This, too, tends to cut down the cash available to the borrower.

In the case of the long-term capital loans administered by Mercantile Discount Corporation, growth companies

are judged more on the basis of their current sales and earnings potential rather than on the basis of their present assets and net worth—although these latter are of importance as collateral. However, it is the growth possibility which distinguishes a progressive, booming company, from a stodgy, mature company which is interested only in sitting still. Also, under these loans, there are no compensating balances involved; the entire amount is available to the borrower.

3. Is there any restriction on how these capital loan funds may be used by the borrower?

Insurance company loans carry restrictions on dividends, salaries, balance sheet ratios, etc. Bank loans also carry the same general type of restrictions. But the Mercantile Discount capital loan program does not have any such restrictions.

How one company in this industry used its \$390,000 long-term loan may be gauged from the balance sheet elsewhere on this page. It will be noticed that the company improved its cash position by \$50,000; working capital improved by \$310,000; and its current ratio became 2.48-to-1 from 1.04-to-1. This company was able to clean up short-term bank indebtedness, liquidate more than half the past-due payables, and substantially improve its credit rating—without taking in partners or selling stock.

Since the company's major difficulty was the fact that it didn't have enough working capital to keep up with its growing sales, a large share of the long-term loan was funneled into working capital uses. Actually, the funds might be and have been used for other purposes also: to accumulate inventories in advance of seasonal demand, to purchase new or specialized machinery and equipment, to buy out minority stockholders or partners, to effect a merger, etc. So long as the funds are used for a constructive business purpose, they are favorably regarded.

4. What about cost of such long-term capital loans?

This is one of the disadvantages of this program; the **interest rate** normally works out to be higher than bank rates. But if long-term bank cash is not available at any rate, or if bank loans are too small to carry the burden, what good does a lower rate do?

In the case of the coffee-tea processor whose balance sheet is shown here, the increase in working capital was \$310,000. Normally, in the coffee-tea processing industry, **earnings on working capital** average around 15½ per cent after taxes—or 31 percent before taxes. In the case of the coffee-tea processor whose long-term loan is shown, the company earned 20 percent on net working capital after taxes—but could earn as much as 24 percent on the working capital if the extra cash were available. The cash would be used to expand production and keep up with sales, to take trade discounts on all purchases, and to pick up raw material bargains with ready money. In short, the extra \$310,000 in working capital could (and did) generate about \$71,000 in extra profit.

As a result, while the cost of the \$390,000 capital loan was higher than for bank cash—if a bank would make such a loan—the larger earnings made available through

the capital loan, more than made up for any difference in rate.

5. What are the steps in applying for such capital funds?

In general the application is simple.

a. a general estimate of the funds required and for what purpose they would be used—e.g., for working capital, for inventory expansion, for purchase of new equipment, etc. The minimum capital loan is \$75,000; the maximum is \$2,000,000.

b. a short history of the company, and

c. an audited balance sheet, and profit-and-loss statement.

6. When a manufacturer signs up for such a long-term capital loan, is there no way of terminating this financing prior to the agreed period?

The Mercantile Discount capital loans may be terminated whenever other methods of financing are available and advantageous.

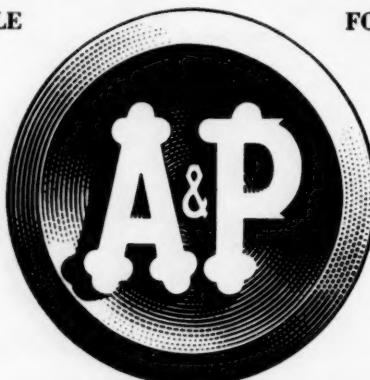
The Mercantile Discount program is designed only for prosperous companies whose working capital cannot keep up with the demands of expanding production and sales. It has happened that after two or three years of this program, a manufacturer has turned to public financing or bank financing and cancelled out the Mercantile Discount financing. This is to be expected. The program is precisely designed to act as a bridge from private financing to public financing, whenever the opportunity presents itself to the borrower.

	BEFORE	AFTER
ASSETS		
Cash	\$ 0	\$ 50,000
Accounts receivable	300,000	300,000
Inventory	225,000	225,000
Total Current Assets	\$525,000	\$575,000
Fixed assets (net)	280,000	280,000
Other assets	6,000	6,000
Total Assets	\$811,000	\$861,000
LIABILITIES		
Bank notes payable	\$190,000	0
Accounts payable	260,000	110,000
Accrued taxes	29,000	29,000
Accrued payroll	10,000	10,000
Accrued insurance	3,000	3,000
Secured loan current	0	80,000
Total Current Liabilities	\$492,000	\$232,000
Long term debt:		
Capital loan	0	310,000
Total Liabilities	\$492,000	\$542,000
CAPITAL		
Total capital	400,000	400,000
Total Liabilities & Capital	\$892,000	\$942,000
WORKING CAPITAL		
Current assets	\$525,000	\$575,000
Current liabilities	492,000	232,000
Working Capital	\$ 33,000	\$343,000
CURRENT RATIO:	1.04-to-1	2.48-to-1

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BRAZIL AND COLOMBIA

BY THE

AMERICAN COFFEE CORPORATION

Come with me to Sweden....

Come with me to Sweden, and let us begin our visit to this lovely land in its northernmost part, Lapland. Let us assume that we have just landed by jet at Kiruna airport—in area Kiruna is the largest city in the world, and although it is well north of the Arctic Circle, it is quite a place. This is not least because it is here that the purest iron ore in the world is mined both underground and by open pit process. By helicopter we continue our trek northwards until we go down at a place called *Rensjön* or Reindeer Lake. Here our host is Anders Kuhmonen, one of the 9,000 Lapps who inhabit the barren tundra and Alpine areas of Sweden's arctic regions. As we enter his hut, built of crude poles, twigs and reindeer skins, he invites us to sit down on the skins which cover the dirt floor. Facing the cosy fire we cross our legs and are initiated to the Lapp coffee ritual.

There is a sooty brass kettle hanging over the fire from a bent birchwood twig. Anders pours cupful after cupful for us, for himself and for other members of his family. It is a heady, pitch black and strong brew that he serves us and as an extra delight he pours a spoon of salt into each cup. In this part of the world, you see, salt is a precious item and once it was valued even higher than gold as an item in the trading between people from the South and the Lapps, for without salt in the form of sizable rocks the reindeer could not survive. Now the days of bartering are gone and the Lapps—who often supervise their vast reindeer herds from the cockpit of a helicopter or a hydroplane—simply buy what they need in the nearest city and fly in these supplies, including the salt.

Coffee served this way is an acquired taste. The crystal clear and icecold water which is used to brew it, however, adds as much to its peculiar flavor as does the salt.

Wherever we go in Sweden, from Lapland on down through a land which in area corresponds down to the split inch with the State of California, we find that coffee plays an exceedingly important part in the customs and habits of almost all the 7.5 million people who inhabit the country. Coffee arrived first in Sweden in the early part of the eighteenth century but even so there were about 15 "Coffee Houses" in the capital, Stockholm, in the year 1728. Consumption rose so quickly that an excise tax was introduced on the foreign fruit in 1746, and no less than three times during this early era coffee consumption was prohibited by law. One of the reasons for this measure was a strict trade policy which forbade imports of coffee beans. The last time such prohibition was applied was between 1817-22. Then, of course, there was severe rationing both during the First and the Second World Wars with all kinds of substitutes being offered the customer instead. Specially treated sawdust, roasted acorns, chicory and heaven only know what passed for coffee among the thirsty Swedes who, in 1960, ran the imports up to 29.6 lbs. per capita. Another, even more impressive, figure shows that 1,221,824 bags of grain coffee—each bag holding 120 lbs.—were imported in 1960.

It is evident, thus, that the Swedes love their coffee. You will easily understand this if you consider the fact that the winters throughout the whole nation are close to 9 months long, dark and severely cold. Coffee warms the cockles

of your heart as you begin your day with the moon still out on a star-studded icily blue sky. The coffeebreak at 11 a.m. is a welcome interruption of the strenuous work in which most members of this industrious, highly industrialized little nation take such active part that their quality products cover the whole globe. You have coffee for lunch, coffee in the afternoon, with your dinner, and before you retire for the day. In Sweden, though, protocol forbids that you serve coffee in direct connection with any meal. It is always enjoyed as a separate item on your menu.

A formal coffee party in Sweden is something to experience, especially if you should be fortunate enough to receive an invitation to a farmer's home. The table in the dining room is laid with an heirloom damask linen table-cloth. The best, often antique, china service set adds another note of festivity to the occasion and so do the cut flowers in the crystal bowl in the middle of a vast array of platters and sterling trays laden with buns, cookies and cakes. Not too long ago Sweden was mainly an agrarian nation and it is for this reason that a formal coffee party in any city of the now so different land will still follow much the same lines as the social event does out on the farms. Any homemaker must thus offer her guests at least "the seven different kinds," meaning seven types of cookies which she has baked herself. To this she is, of course, free to add any amount of extra treats. The canned or tinned coffee is a comparatively novel item in Sweden's stores and supermarkets. Most everywhere you go in the country, you order your own blend out of beans imported from Colombia, the Near East and other parts of the world and this is then ground to your specifications for whatever method you choose to prepare it by. Thus you always enjoy the delicate flavor of freshly ground coffee in Sweden which before that has also just been roasted. The rich aroma of coffee being roasted is in the air in many city sections in this country just as it meets your nostrils with its invigorating flavor when you walk through certain streets on the southern tip of Manhattan.

An American reporter who visited Sweden some years ago was introduced—as are almost all foreigners—to a typically native institution, the *Konditori*. He wrote a lengthy essay, lyrical and poetic, about his experiences in such a temple for the worship of the almighty coffee brew and its accompanying, endless assortment of Sacher Tortes, cream puffs, éclairs, raisin cake, strawberry and Mocha tarts and what have you. A *Konditori*, not to say dozens of them, are to be found in every Swedish community. As in Austria and Hungary and Germany where they originated, these are modern versions of the ancient Coffee House, gathering places for the women after their shopping has been done, trading posts and stock exchanges for the men who take a half hour out to gossip as well during a busy day, and gala party places for the children to drag their parents to when the whole family is in town on a visit from the country. The Swedish equivalent of Muzak, a record-player or a juke box furnish the entertainment today, but only a few years ago many of these elegant establishments had their own European-style three-piece orchestra that added to the splendor and gaiety during afternoon hours.

In recent years Sweden has experienced the introduction of Espresso shops, usually not much more than a hole

in the wall where Italian and Spanish style forms of coffee are served in demitasse cups with whipped cream, cinnamon sticks, lemon peel or liqueurs adding to the coffee flavor. The reason for such fairly exotic institutions being opened all over the country is primarily Sweden's heavy outflow of tourists to all corners of Europe. The month of July marks the closing down of all industrial plants in Sweden, and as the workers and their families squeeze themselves into their small, European-built automobile and start south for a three-week, obligatory, paid vacation almost everything else comes to a standstill. The exodus of Swedes as quite wealthy tourists to France, the French and Italian Rivieras, to Spain and her sunny beaches, even to the Adriatic Sea and other resort centers is something to behold at the points where all these people must cross the Sound between Sweden and Denmark in order to reach "the Continent." Naturally, as these multitudes return, they want to experience in their own land at least some of the charming attractions they have first met abroad, and it is thus that the Espresso shop is now almost as common in Sweden as the traditional Konditori.

At this point someone might ask if the Swedes drink nothing but coffee. The answer is yes. They consume vast quantities of milk, while ice water with the meal has yet to become accepted on a nationwide basis. They drink good beer and Lager, the wines of all wine-growing countries in Europe, less and less hard liquor, of which, for instance, American Bourbon is almost entirely unknown, while Scotch "on the rocks" and even the Dry Martini are beginning to gain in popularity at Swedish-style cocktail parties. There is, however, one brew which must be

mentioned here for the reason that its popular acceptance has always been widespread, and that is tea. Elegant restaurants in Swedish cities still advertise "tea dance" in connection with which tea is served according to formal British protocol which, among many things, means that it is brewed by the customer individually and is served with both cream, hot milk and sliced lemon, so that you can make the choice you prefer. The King of Sweden, H.M. Gustav VI Adolf and his British-born Queen Louise (né Mountbatten), are great tea drinkers, not least since His Majesty is a tea-totaller in the true sense of the word. In the days of his late father, King Gustav V, formal afternoon teas at either the Stockholm Palace or the summer residence, Drottningholm Castle, just outside Stockholm were occasions to which the reigning Monarch would invite friends and favored guests in order that he might, through them, gain closer knowledge about the state of the nation.

A recent news item out of Sweden announced that the summers are growing constantly warmer in this northern nation. This may be another reason why so many of the Swedish magazines and daily papers—the amount of these communications media is for that matter highly impressive—now carry advertisements propagating the fine qualities of ice tea. Vast quantities of soft drinks, including such American innovations as the omnipresent Coke, are still used as thirst-quenchers but it appears that more and more people are beginning to realize that nothing is quite like tea in this respect. And thirst there is among the Swedes, a fact that may finally best be illustrated by the growing demand for something referred to as "Irish Coffee." That, however, is quite another story.



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BRAZIL/U.S. GULF COFFEE TRADE

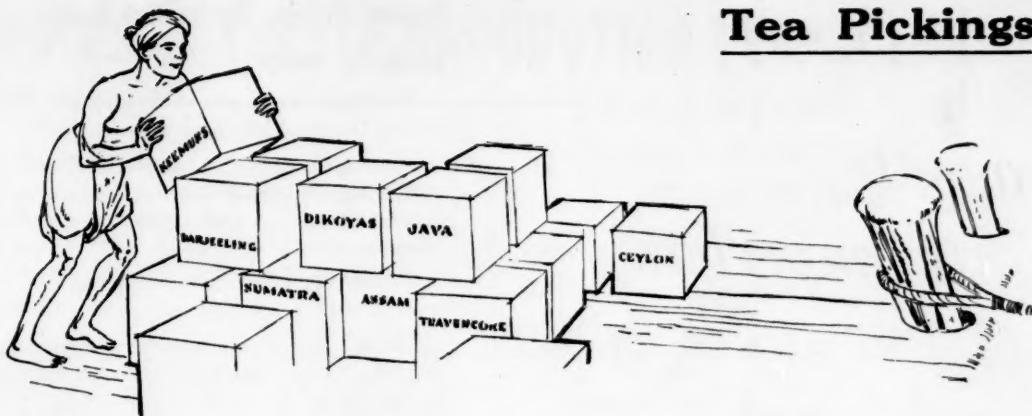
With modern, large 18 knot vessels making 3 monthly sailings from Brazilian coffee ports to New Orleans and Houston.



General Agents

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New York 6, N. Y.

Tea Pickings



A review of recent notes of interest to the tea trade compiled from both AMERICAN and OVERSEAS sources.

Halssen & Lyon of Hamburg, Germany, reports the recent decline of 2d in the price of common tea was accepted without excitement. However they believe common tea will decline still further.

According to an official report received in Calcutta, prospects for the export of Indian tea to Russia are bright. Already Russia is reported having shown keen interest in the Calcutta market and made substantial purchases of tea from Ceylon and Indonesia during the current year.

For the first time, Brazilian tea will be put up for sale at the London auctions. The consignment will consist of 100 chests. Reports describe the teas as of B.O.P. type and suggest they will be fully competitive with similar black leaf teas from the Argentine. Statistics available in London indicate that Brazil yielded 737 tons in 1957, 756 tons in 1958, and 1,000 tons in 1959. For 1960 a figure around 1,200 tons has been estimated.

At the annual Assam dinner, a plea for increased propaganda for tea was made. This dinner is attended by planters and leading personalities in the tea trade. They claim that sales of Indian tea had remained static in recent years and very little money had been spent on propaganda. They made an appeal for whole hearted support for the Tea Board.

The U.K. distributors, first responsible for introducing the tea bag into Great Britain, are planning to launch a TV campaign, reports The Tea and Rubber Mail. It will be their first large scale effort in this media to promote sales. Theme of the film, which has a jingle background, is that "The fullest flavor in a cup of tea comes from the tea leaves—and only tiny leaves go into Tetley tea bags."

Iced tea promotion in Canada this season will be a three-pronged effort—advertising, merchandising support and a public relations campaign.

Consumer advertising is being undertaken by individual tea companies in a variety of media and will be integrated, for the most part, with their regular campaigns. Trade press advertising is being handled, on behalf of the member companies, by the Tea Council of Canada. Public relations support will include the distribution of material on how to make iced tea using bulk tea, tea bags or the instant product

and the propagation of a wide range of recipes featuring iced tea.

The Uganda Credit and Savings Bank has launched a loan scheme to help establish African tea growers to increase acreage. The control committee of the African Loans Fund administered by the Bank has provisionally allocated £12,500 for the scheme which is the first of its kind in the country. This is being done in conjunction with the Agricultural Department.

The Agricultural Officer stationed in the district concerned checks on the grower's plans for planting and costs. He then recommends a loan of so much a year and also advises on how long the grower will require to develop his crop and be in a position to repay the loan.

* * *



C. Subramaniam (center) finance minister for the State of Madras toured the United States Tea Center as one of the highspots of his visit to New York. Conducting Mr. Subramaniam on his tour are C. W. Felton (right) president of H. P. Thomson, Inc., tea importers, and S. K. Roy, Consul General of India in New York. Both Roy and Felton are directors of the Tea Council which operates the Center. The Tea Council is an international non-profit organization established to increase the sale and consumption of tea in the U. S. It is a corporation jointly sponsored by the Governments of India, Ceylon and Indonesia, and the U. S. tea trade.

agents and importers of fine coffee, cocoa and sugar...

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Members: New York Coffee and Sugar Exchange, Inc.
Green Coffee Association of N. Y. C., Inc.
National Coffee Association of U. S. A.

Duncan Coffee, Butter-Nut Foods agree to merge

The Duncan Coffee Co. of Houston and Butter-Nut Foods Co. of Omaha, Neb., have agreed to merge.

The agreement was announced by Charles Duncan, Jr., 6227 Lynbrook, president of the Houston concern, and Gilbert C. Swanson of Omaha, president and chairman of the board of Butter-Nut Foods.

Duncan said the merger "will enable each company to more advantageously take care of its customers."

"In this very highly competitive consumer food field," he said, "it (the merger) will help each company to meet the production and the marketing problems of the future, and, in particular, the competition of national brands."

Both have regional operations, the Duncan concern in the Southwest, and Butter-Nut in the Middle West and Far West.

The two said there will be no change in the corporate structure, personnel staffing or distribution of the two companies.

Swanson said he was "pleased" to participate in announcing an agreement "whereby two of the nation's fine old regional coffee companies are joining hands to better serve the consuming public."

Duncan operates a plant in Houston at 1200 Carr, and soon will move into a new \$3 million plant on Katy Rd. near Post Oak Rd. It also has plants in Corpus Christi, and Birmingham, Ala.

It has been in business here for over 42 years.

The Butter-Nut company has plants at Omaha, Neb., Los Angeles, Cal., and Philadelphia, Pa.

Swanson and his brother, W. Clarke Swanson, bought the company in October, 1958, when it was known as Paxton & Gallagher and later gave it its present name. They paid \$11.5 million for the company, which had been formed in 1864.

W. Clarke Swanson died last April and his brother assumed the title of president in addition to continuing as chairman of the board.

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"ADVANCES IN COFFEE PRODUCTION TECHNOLOGY"

Late in 1958, Coffee and Tea Industries, offered its readers a publication of significant interest to the trade, "Advances in Coffee Production Technology". The publication was then, and is today, a compendium of useful information to the grower of coffee.

The material contained in "Advances in Coffee Production Technology" first appeared in the special November, 1958, issue of Coffee and Tea Industries, and immediately became one of the most widely sought after issues to appear in this industry.

"Advances in Coffee Production Technology" is a worldwide summary of coffee research. It outlines existing knowledge and shows the direction of efforts to extend that knowledge. Top coffee scientists cooperated in preparing the material and consider it an important working tool.

For coffee growers, shippers, their organizations and governments, the book puts between two covers material affecting many immediate and long range aspects of coffee growing.

For importers and roasters in consuming countries, "Advances in Coffee Production Technology" holds clues to the future of the product on which their business is based.

For libraries and research organizations, it is an important source of information on a vital commodity.

There are on hand a limited number of copies of "Advances in Coffee Production Technology" which are offered at the original pre-publication price of \$2.50 per single copy. Orders for copies in excess of five may be had at an additional discount of 10 percent.

***Coffee and Tea Industries
suggests that orders for
"Advances in Coffee Production Technology" be
placed immediately. No
plans have been made for
a second printing of this
publication and only a
limited number of copies
are on hand.***

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The first Fresh Brew Vending Exhibit presented by a West Coast coffee firm was held June 11 and 12 in Los Angeles by the Huggins Young Coffee Co. The exhibit, held at the Hyatt House Hotel, followed the recent N.A.M.A. Western Conference in San Francisco.

The exhibit provided an opportunity for equipment manufacturers and vendors to discuss mutual problems with various representatives of the Huggins Young Co. Representing Huggins were W. H. Dunn, Executive Vice-President; F. Hannon, General Sales Manager; D. L. Freese, Sales Manager, Industrial Division; as well as various specialists from the Sales, Production, and Advertising Departments.

The displays included:

1. A graphic history of Huggins Young Co. products from their source through packaging.
2. A basic display in the skills and experience of the Huggins Young Co. in blending the various coffee beans to produce quality coffees for use in various vending machines.
3. The most recent vending machines manufactured by the major vending equipment manufacturers.

Among the companies represented were Lily-Tulip Cup Corp., Continental Can Co., Inc., Dixie Cup Co., and Sweetheart Cup Corp.

A few of the major vending companies with representatives in attendance were Davidson Bros., Interstate Vending, Canteen, and ABC Vending.

Prominent members of the vending industry included I. P. Wheaton, W & W Vendors; R. Stevens, USAMCO; F. E. Jahnke and W. C. Coe, Coca-Cola; C. Mananian, Mab Vendors; and Don Richardson, Richardson Vending.

Fresh brew equipment manufacturers represented were Bally Vending Corp., Coffee-Mat Corp., Vendo Co., Rock-ola Mfg., Corp., and Apco, Inc.

Members of Interstate Vending discuss coffee quality with W. Dunn and W. Waldschmidt, Huggins Young Co., at recent Fresh Brew Vending Exhibit.




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The following article is the eleventh in Coffee and Tea industries continuing series on the various legal aspects of our trade. Author Howard Newcomb Morse this month discusses legal problems connected with a celebrated coffee case.

Barrister's Brew

"Flavor Not Synonymous With Extract"

By an order of the United States Department of Agriculture, the Secretary established certain standards of purity for food products as authorized by an Act of the Congress. The order provided that "vanilla extract is a flavoring extract prepared from vanilla bean." The St. Louis Coffee and Spice Mills shipped by the Missouri Pacific Railroad from St. Louis to Kansas City, for sale in interstate commerce, a certain bottle labeled "Nectar Choice Flavor of Vanilla," sugar colored, for flavoring ice cream."

The government charged that the contents of the bottle were *adulterated* in violation of a federal statute in that the bottle contained a liquid which did not contain any extract of vanilla as defined by the order or by the usages of trade and commerce, and was in fact an imitation and substitute therefore. The government claimed "that in trade and commerce and the science of food chemistry, the words 'vanilla extract' signify an extract prepared from the 'vanilla bean,' and in trade and commerce the words 'vanilla extract' are synonymous with the words 'vanilla flavor' when placed on bottles containing a liquid to be used for flavoring purposes."

By the word "adulteration," as used in the federal statute, it was understood to mean "to corrupt, debase, or make impure by an admixture of a foreign or a baser substance." By the federal statute it was made an offense to introduce into any state any food or drugs *adulterated*.

The government contended that the bottle sent from St. Louis to Kansas City contained "adulterated liquid extract or flavor." It also maintained that the liquid did not contain any extract from the "vanilla bean," but did have a vanilla *flavor*. The District Court of the United States for the Eastern District of Missouri was asked by the government to say that "Vanilla Extract" and "Vanilla Flavor," as known to the trade, was one and the same thing, and that insofar as the St. Louis Coffee and Spice Mills was concerned "extract" and "flavor" were synonymous in meaning, and that, therefore, if the St. Louis Coffee and Spice Mills shipped a liquid

which had the flavor of vanilla it was guilty of *adulteration* of the extract of vanilla, within the meaning of the federal statute.

The District Court of the United States decided in favor of the St. Louis Coffee and Spice Mills. The District Court declared: "Neither the Secretary of Agriculture nor the public generally can change the meaning of the words 'extract' and 'flavor.' Without reference to the dictionaries and the definitions of the words contained therein, it is known that 'extract' is one thing and 'flavor' another. The evidence in this case has failed to convince the court that even among dealers the words 'extract' and 'flavor' are considered synonymous terms."

"Opinion Testimony as to Flavor"

In the case of Lincoln vs. Central Vermont Railway Company the Supreme Court of Vermont stated that flavor is "among the things which, in most circumstances, men in general may testify about, and about which they may make comparisons, although their ideas, tastes, and standards may differ and their comparisons be crude, if not odious. The value of such testimony can fairly be gauged by cross-examination."

"Tea and Coffee as Distinguished from Provisions"

A Massachusetts statute permitted the sale of "provisions" without a license. A Mr. Caldwell was prosecuted and convicted in the Superior Court of Essex County, Massachusetts, for selling tea and coffee without a license, and he appealed. The question presented to the Supreme Judicial Court of Massachusetts for determination was whether or not tea and coffee are "provisions." We think that they are not," concluded the Supreme Judicial Court, which reversed the decision of the court below and ordered that Caldwell be acquitted.

The Court declared: "The word 'provisions' . . . has been held to mean, 'food, victuals, fare and provender.' . . . Tea and coffee are not used as food, in the form in which they are sold by shopkeepers. They are used to make decoctions, to be taken as a beverage for their agreeable taste or their

stimulating effect. In this respect they are not very different from wine and beer, which in many countries are in common use at meals. We are of opinion that they are not included in the term 'provisions.'"

"Green Coffee Beans as a Food"

Two hundred fifty-three bags of green coffee beans were shipped in interstate commerce from Hoboken, New Jersey, to Brooklyn, New York, for the account of O. F. Bayer and Company. Bayer and Company retained some of the bags, sold others to the Savoy Tea and Coffee Company, Inc., of Brooklyn, and still others to Polin Brothers, Inc., who brought them to Manhattan. The bags were seized and condemned as adulterated "food" by the government under the Federal Food, Drug, and Cosmetic Act. The Act provides that: "The term 'food' means (1) articles used for food or drink for man or other animals, (2) chewing gum, and (3) articles used for components of any such article."

The District Court of the United States for the Southern District of New York held that the bags were not subject to seizure and condemnation for the reason that green coffee beans do not constitute a "food." The government appealed. The United States Court of Appeals for the Second Circuit reversed the decision of the lower court.

The United States Court of Appeals stated: ". . . it is common knowledge of which a court may take judicial notice, that the drink called 'coffee' is made from roasted coffee beans. It is also common knowledge that green coffee beans are used to produce the roasted coffee beans. Hence no evidence is necessary to establish that green coffee beans are a 'food' as defined by the statute. Whether or not they are edible before being roasted, they are certainly 'components' of an article used for food. Hence they fulfill the statutory definition of 'food.' Nor is it material that a further process, 'roasting,' is necessary before they are intended for human consumption. A 'food' does not have to be ready to eat or drink before it can be adulterated and subject to condemnation."

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Some of the speakers you will meet: O. H. Stark, Chairman of Point-of-Purchase Institute; Sunil K. Roy, Consul General of India in New York; S. C. A. Nanayakkara, Commercial Secretary Embassy of Ceylon.

There'll be time for fun, too. Monday night will be Impersonation Night, Tuesday evening a Mistletoe Ball, afternoons for sports, golf, swimming, skeet and trap shooting, etc., etc.

Boston Tea Party

The spirited picture which appears on the cover of this issue never fails to arouse interest. When the obnoxious revenue acts were passed, leading patriots formed associations agreeing to abstain from tea. They adhered to the principle strongly. Lord North then allowed the East India Company to export tea to America without paying export duty. He thought if the Americans could get it for less than the British, they would be willing to pay the duty. He was mistaken. The ship Eleanor, Capt. James Bruce, and the ship Beaver, Capt. Hezekiah Coffin, arrived with cargoes of tea in Boston harbor, Nov. 20, 1773. A public meeting of citizens was immediately called, and it was resolved that the tea should not be landed, and the ships sent back.

The governor council refused to clear the ships without landing the tea. The consignees, menaced by the populace, sought refuge from violence in Castle William. Meetings were held in Faneuil Hall and the Old South Church. The patriots resolved to maintain their position. The authorities continued obdurate. The captains of the vessels were willing to clear if permitted by the collector of the port refused to grant them leave, and the ships of war guarded the entrance of the harbor.

At dark, on the 16th of December, a large party of men, disguised as Mohawk Indians, some of whom had attended the popular meeting in the Old South Church, on the afternoon of that day, rushed to Griffin's Wharf, where the tea ships lay, shouting "Boston harbor for a teapot!" There were about one hundred and forty banded together, a few disguised as Indians, the remainder with their faces blackened for fear of discovery, as it was a moonlight night. They boarded the ships, broke open the hatches, and in the space of three hours broke up 342 chests of tea and threw the contents into the harbor. This revolutionary act excited the astonishment and wrath of the ministerial party; its fame circulated throughout the land. In the great seaports no person ventured to receive the tea, and the company's ships were compelled to return to England.

Some of our first citizens took part in this deed and long afterwards related with pride their help in this bold execution of the popular will.

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The Mighty Coffee Bean

Last year 100 million people in this country drank 137 billion cups of coffee—more than all the rest of the world put together. To us, every day is "Coffee Day," but once a year the Organization of American States, representing the 20 republics of the Western Hemisphere, sets aside a special day to honor officially the "key community in inter-American trade."

During Pan-American Week representatives of these countries gather at the Pan-American Union in Washington for their annual salute to the humble bean that means so much to so many. The significance of this colorful ceremony has been well-stated in a report of a U. S. Senate Committee:

"Coffee, favorite of United States beverages, principal export crop of Brazil, Colombia, El Salvador, Guatemala, Haiti, Nicaragua and Costa Rica; and high up as the 'money crop' of many other countries of the Western Hemisphere; provider of dollars to Latin American farmers who in turn purchase the products of United States factories, can well be described as the cup that cheers or the product that serves to unite the peoples of the two continents. Coffee is a perfect example of international trade on a sound basis, a product customarily desired and purchased in a country that raises none of it but in turn has a variety of manufactured products to exchange."

Not many U. S. coffee-drinkers think of their morning cup as a vital factor in our own prosperity but the fact is that the dollars earned from exports of coffee beans are largely spent to purchase things made in this country. The nearly \$1 billion worth of green coffee we bought from the 15 Latin American producing countries last year paid for almost a third of the \$2.9 billion goods we shipped to them. More than 1,000 U. S. communities produced those goods, which represent a large portion of our total exports and are important to our own prosperity and employment.

Another example of coffee's importance in our commerce is the fact that, year after year, it is the biggest commodity in dollar value entering the harbors of New York, New Orleans, Houston and San Francisco. It amounted to 23,744 tons last fiscal year at the Port of Long Beach.

While the prices of most foods have been rising in recent years, the trend for coffee has been in the opposite direction. This is good news for the consumer, but it has seriously reduced the purchasing power of the producing countries. Today's average retail price in the U. S. is about 64¢ a pound, the lowest level since 1949. The grower in Latin America, of course, actually receives less than half that amount—and look at the work it takes to produce that pound of coffee!

To start with, it takes about five years from the time a coffee tree is planted until it bears in commercial quantities. During this time, trees have to be weeded,

sprayed and transplanted by hand. Even when it matures, the average tree produces enough fruit to yield not much more than a pound of roasted coffee per season.

The fruit of the coffee tree is called the "cherry," because when it's ripe it has the same deep red color and shape. Since all cherries do not ripen at the same time, each has to be hand picked—about 2,000 of them to make one pound of roasted coffee!

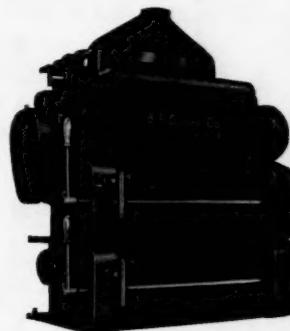
Each cherry has two seeds; these are what we call the coffee "beans." They have to be separated from the outer pulp, washed, and dried in the sun on big open

patios for many days. Then a tough outer skin has to be removed from each bean before they're sorted, graded and bagged for storage and shipment. In this state the commodity is known as "green coffee." It is the only fruit in the world whose pulp is thrown away and the "pits" used.

As a final step, on arrival in this country, it is roasted, ground and packaged for sale in the grocery store—about 3 billion pounds a year to fill the cups of the U. S. coffee-drinkers.

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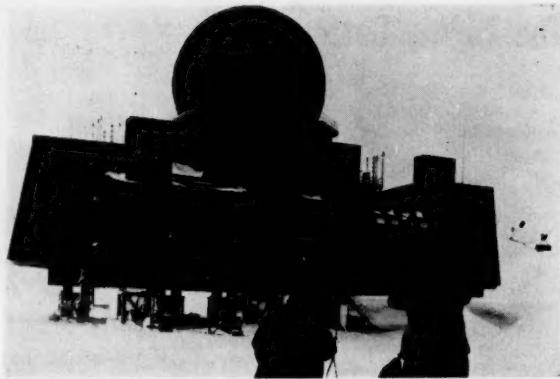
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Over 45 tons of coffee and five tons of tea are consumed annually by personnel who work on the Distant Early Warning (DEW) Line, a radar surveillance network which stretches from Point Barrow, Alaska, across Canada and Greenland to Reykjavik, Iceland.

The DEW Line is operated and maintained for the U.S. Air Force by Federal Electric Corporation, service organization of International Telephone and Telegraph Corporation, which employs over 2,000 Americans, Canadians, and Danes on the project.

Personnel who man the isolated radar stations throughout the far north must be on constant vigil to detect any unfriendly aircraft that might try to penetrate North America. The "coffee break" is considered by FEC to be as important to morale and efficiency as good food, movies, and mail.

Inside employees such as radicians who operate the radar scopes, electronic specialists who keep the network at peak efficiency, and electricians and communications personnel are authorized at least two coffee periods a day. Outside personnel who work in extreme Arctic weather—sub-zero temperatures, snow, and high winds—always have coffee and tea handy in gallon, insulated thermoses.

At main stations where there are from 50 to 100 men, ten-gallon Blickman coffee dispensers are used. Cecilware three-gallon dispensers are adequate for auxiliary stations with manning levels of 25 to 50 men.

Supplies are procured through the Army Quartermaster and are shipped to distribution points by an annual Sealift when Arctic waters are navigable.



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principal department activities—selling, market and sales development, and sales operations analysis.

Mr. Roberts, who had been assistant to the Division sales vice president, has been with American Can for 39 years.

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Douglas M. Johnson of New York—Eastern Districts. M. M. Field of Chicago—Central Districts; W. V. Lyons of New Orleans—Southern Districts, and F. J. Dowling of San Francisco—Western Districts.

At the same time, two additional assistant general sales managers, both of whom will have offices in New York, were appointed to handle important staff sales functions. They were Edmund Hoffman, Jr., in charge of market and sales development, and David B. Ressler, to direct sales operations analysis.

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A SUMMARY OF INWARD-BOUND SCHEDULES ON THE COFFEE AND TEA BERTHS

ABBREVIATIONS FOR LINES

Ahl Trans Car—Ahlmann Trans Caribbean Line
 Alcos—Alcos Steamship Co.
 Af-Pac—African Pacific Line
 Am-Exp—American Export Lines
 Am-Pres—American President Lines
 Am-Rep—American Republics Line
 Am-W Afr—American-West African Line
 B-Afr—Belgian African Line
 Barb-Wn—Barber Wilhelmsen Line
 Barb-Frn—Barber-Fern Line
 Barb-W Afr—Barber-West African Line
 Baron—Baron Line
 Bl-Dia—Black Diamond Steamship Co.
 Bl-Star—Black Star Line Ltd.
 Brodin—Brodin Line
 Carib—Caribbean Central American Line
 Col—Columbus Line
 Coldermar—Coldermar Line
 Cubamex—Cubamex Line
 Cunard—Brocklebanks' Cunard Service
 Daido—Daido Line
 Delta—Delta Line
 Dodero—Dodero Lines
 Eld-Dem—Elder Dempster Lines
 Ell-Buck—Ellerman & Bucknell S.S. Co.
 Farrell—Farrell Lines
 Grace—Grace Line
 Grancos—Grancolombiana (New York), Inc.
 Gulf—Gulf & South American Steamship Co., Inc.
 GWA—Gulf West Africa Line
 Hellenic—Hellenic Lines Ltd.

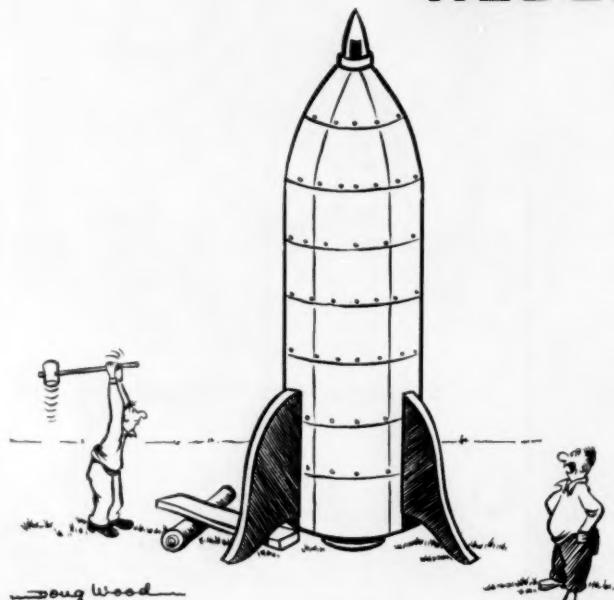
Hansa—Hansa Line
 Hoegh—Hoegh Lines
 Hol-Pan—Holland-Pan-American Line
 Independence—Independence Line
 Isthmian—Isthmian Lines, Inc.
 JavPac—Java Pacific Line
 K Line—Kawasaki Kisen Kaisha, Ltd.
 Lawes—Lawes Shipping Co., Inc.
 Lloyd—Lloyd Brasileiro
 Lykes—Lykes Lines
 Maersk—Maersk Line
 Mam—Mamonic Line
 Nedlloyd—Nedlloyd Line
 Nopal—Northern Pan-American Line
 Norton—Norton Line
 O-M-E—Orient Mid-East Lines
 PacFar—Pacific Far East Line, Inc.
 Pac-Rep—Pacific Republics Line
 PacTrans—Pacific Transport Lines, Inc.
 Pioneer—American Pioneer Line
 PTL—Pacific Transport Lines, Inc.
 R. Neth—Royal Netherland Steamship Co.
 Robin—Robin Line
 Scindia—Scindia Steam Navigation Co., Ltd.
 SCross—Southern Cross Line
 Sev-Stars—Seven Stars (Africa) Line
 Stock—Stockard Shipping Co.
 Torm—Torm Lines
 Ufruit—United Fruit Co.
 Wes-Lar—Westfal Larsen Co. Line
 Yamashita—Yamashita Line

ABBREVIATIONS FOR PORTS

At—Atlantic ports
 Ba—Baltimore
 Bo—Boston
 CC—Corpus Christi
 Ch—Chicago
 Chsn—Charleston
 Cl—Cleveland
 De—Detroit
 Ga—Galveston
 Gf—Gulf Ports
 Ha—Halifax
 Ho—Houston
 HR—Hampton Roads
 Jx—Jacksonville
 LA—Los Angeles
 Mo—Mobile
 MI—Montreal
 NO—New Orleans
 NY—New York
 NN—Newport News
 NF—Norfolk
 Pa—Philadelphia
 Po—Portland
 PS—Puget Sound
 Sa—Savannah
 SD—San Diego
 SF—San Francisco
 Se—Seattle
 St Jo—Saint John
 Ta—Tacoma
 Va—Vancouver

Ports and dates are subject to change, should exigencies require. Moreover, lines may schedule sailings not shown in this schedule.

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** Direct or with transhipment*

ship sailings

LATIN AMERICA

BRAZIL

Angra dos Reis

7/11	Gudmundra—Norton	NY7/28 Bo8/1 Pa8/3 Ba8/4
7/13	Brimanger—Wes-Lar	LA8/9 SF8/12 Po8/18 Se8/20 Va8/22
7/20	Del Rio—Delta	N08/1 Ho8/7
8/2	Siranger—Wes-Lar	LA8/30 SF9/1 Po9/7 Se9/9 Va9/11
8/10	Del Campo—Delta	N08/28 Ho9/1
8/24	Del Oro—Delta	N09/5 Ho9/5

Paranagua

7/10	Cabo sao Roque—Lloyd	N07/29 Ho8/4
7/10	Del Sud—Delta	N07/26 Ho8/2
7/10	Mormactide—Am-Rep	Ba7/28 Pa7/29 NY7/30 Bo8/1 Mi8/5
7/12	Itajai—Brodin	Ba7/31 NY8/2 Pa8/4 Bo8/7 Mi8/12
7/16	Mormacpine—Am-Rep	Jx8/1 NY8/5 Bo8/8 Pa8/10 Ba8/11 Nf8/12
7/17	Del Rio—Delta	N08/1 Ho8/7
7/17	Haiti—Lloyd	NY8/18
7/18	Cap Blanco—Col	NY8/6 Bo8/9 Pa8/12 Ba8/13
7/19	Mormacsurf—Pac-Rep	LA8/16 SF8/19 Va8/29 Se8/30 Po9/1
7/20	Mormacok—Am-Rep	NY8/6 Bo8/9 Pa8/11 Ba8/13
7/24	Del Sol—Delta	N08/9 Ho8/12
7/24	Siranger—Wes-Lar	LA8/30 SF9/1 Po9/7 Se9/9 Va9/11
7/25	Nyland—Brodin	Ba8/12 NY8/14 Pa8/16 Bo8/18 Mi8/22
7/27	Peru—Lloyd	NY8/18
7/28	Mormacteal—Am-Rep	Ba8/14 Pa8/16 NY8/17 Bo8/19 Mi8/23
7/31	Del Mar—Delta	N08/16 Ho8/22
7/31	Mormacswan—Am-Rep	Jx8/17 NY8/21 Bo8/24 Pa8/26 Ba9/27 Nf8/28

7/31	Cap Castillo—Col	NY8/21 Bo8/25 Pa8/27 Ba8/29
8/7	Brasil—Lloyd	NY8/28
8/7	Del Campo—Delta	N08/28 Ho9/1
8/10	A Steamer—Lloyd	N08/29 Ho9/3
8/14	Del Norte—Delta	N08/30 Ho9/6
8/15	Subra—Hol-Pan	NY9/4 Bo9/6 Ba9/8 Pa9/9
8/17	Venezuela—Lloyd	NY9/6
8/21	Del Oro—Delta	N09/5 Ho9/8
8/25	Cabo Frio—Lloyd	N09/12 Ho9/17
8/27	Colombia—Lloyd	NY9/17
8/29	Zosma—Hol-Pan	NY9/18 Bo9/20 Ba9/22 Pa9/23
8/30	Cap Bonavista—Col	NY9/18 Bo9/22 Pa9/24 Ba9/26
9/13	Burg Sparrenberg—Col	NY10/4 Pa10/7 Ba10/8 Bo10/11 Mi10/17

Rio de Janeiro

7/10	Paranagua—Lloyd	N07/25 Ho7/30
7/11	Guatemala—Lloyd	NY7/28
7/11	Gudmundra—Norton	NY7/27 Bo8/1 Pa8/3 Ba8/4 Nf8/5
7/13	Del Sud—Delta	N07/26 Ho8/2
7/13	Mormacsurf—Pac-Rep	LA8/16 SF8/19 Va8/29 Se8/30 Po9/1
7/14	Cabo sao Roque—Lloyd	N07/29 Ho8/4

7/14	Mormactide—Am-Rep	Ba7/28 Pa7/29 NY7/30 Bo8/1 Mi8/5
7/15	Brimanger—Wes-Lar	LA8/9 SF8/12 Po8/18 Se8/20 Va8/22
7/15	Itajai—Brodin	Ba7/31 NY8/2 Pa8/4 Bo8/7 Mi8/12
7/19	Mormacpine—Am-Rep	Jx8/1 NY8/5 Bo8/8 Pa8/10 Ba8/11 Nf8/12
7/21	Cap Blanco—Col	NY8/6 Bo8/9 Pa8/12 Ba8/13
7/21	Del Rio—Delta	N08/1 Ho8/7
7/22	Haiti—Lloyd	NY8/7
7/24	Mormacoak—Am-Rep	NY8/6 Bo8/9 Pa8/11 Ba8/13
7/28	Argentina—Am-Rep	NY8/8
7/28	Del Sol—Delta	N08/9 Ho8/12
7/29	Cabo Orange—Lloyd	NY8/13 Ho8/18
7/29	Nyland—Brodin	Ba8/12 NY8/14 Pa8/16 Bc8/18 Mi8/22
7/31	Mormacteal—Am-Rep	Ba8/14 Pa8/16 NY8/17 Bo8/19 Mi8/23
8/1	Peru—Lloyd	NY8/18
8/3	Del Mar—Delta	NJ8/16 Ho8/22
8/4	Mormacshan—Am-Rep	Jx8/17 NY8/21 Bo8/24 Pa8/26 Ba8/27 Mf8/28

Santos

7/10	Gudmundra—Norton	NY7/27 Bo8/1 Pa8/3 Ba8/4 Nf8/5
7/12	Brimanger—Wes-Lar	LA8/9 SF8/12 Po8/18 Se8/20 Va8/22
7/12	Del Sud—Delta	N07/26 Ho8/2
7/12	Cabo sao Roque—Lloyd	NJ7/29 Ho8/4
7/13	Mormactide—Am-Rep	Ba7/28 Pa7/29 NY7/30 Bo8/1 Mi8/5
7/14	Itajai—Brodin	Ba7/31 NY8/2 Pa8/4 Bo8/7 Mi8/12
7/18	Mormacpine—Am-Rep	Jx8/1 NY8/5 Bo8/8 Pa8/10 Ba8/11 Nf8/12
7/18	Mormacsurf—Pac-Rep	LA8/16 SF8/19 Va8/29 Se8/30 Po9/1
7/19	Del Rio—Delta	N08/1 Ho8/7
7/19	Haiti—Lloyd	NY8/7
7/20	Cap Blanco—Col	NY8/6 Bo8/9 Pa8/12 Ba8/13
7/23	Mormacoak—Am-Rep	NY8/6 Bo8/9 Pa8/11 Ba8/13
7/26	Del Sol—Delta	N08/9 Ho8/12
7/27	Nyland—Brodin	Ba8/12 NY8/14 Pa8/16 Bo8/18 Mi8/22
7/27	Argentina—Am-Rep	NY8/8
7/27	Cabo Orange—Lloyd	N08/13 Ho8/18
7/29	Peru—Lloyd	NY8/18
7/30	Mormacteal—Am-Rep	Ba8/14 Pa8/16 NY8/17 Pa8/19 Mi8/23
7/31	Siranger—Wes-Lar	LAB/30 SF9/1 Po9/7 Se9/9 Va9/11
8/2	Del Mar—Delta	N08/16 Ho8/22
8/2	Mormacshan—Am-Rep	Jx8/17 NY8/21 Bo8/24 Pa8/26 Ba8/27 Nf8/28

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8/17	Subra—Hol-Pan	NY9/4	Bo9/6	Ba9/8	Pa9/9
8/19	Venezuela—Lloyd	NY9/6			
8/23	Del Oro—Delta	NO9/5	Ho9/8		
8/23	Cap Colorado—Col	NY9/10	Bo9/13	Pa9/15	Ba9/17
8/26	Cabo Frio—Lloyd	NO9/12	Ho9/17		
8/31	Zosma—Hol-Pan	NY9/18	Bo9/20	Ba9/22	Pa9/23
8/31	Colombia—Lloyd	NY9/17			
9/2	Cap Bonavista—Col	NY9/18	Bo9/22	Pa9/24	Ba9/26

Victoria

7/11	Paranagua—Lloyd	NO7/25	Ho7/30		
7/15	Cabo São Roque—Lloyd	NO7/29	Ho8/4		
7/22	Del Rio—Delta	NO8/1	Ho8/7		
7/29	Del Sol—Delta	NO8/9	Ho8/12		
7/30	Cabo Orange—Lloyd	NO8/13	Ho8/18		
8/13	Del Campo—Delta	NO8/28	Ho9/1		
8/15	A Steamer—Lloyd	NO8/29	Ho9/3		
8/26	Del Oro—Delta	NO9/5	Ho9/8		
8/29	Cabo Frio—Lloyd	NO9/12	Ho9/17		

COLOMBIA

Barranquilla

7/13	Arctic Gulf—Granco	NY7/21			
7/17	Nobistor—Granco	NY7/27			
7/19	Mason—Lykes	Ho7/25			
8/16	Marion—Lykes	NY8/22			

Buenaventura

7/12	Santa Luisa—Grace	NY7/19			
7/12	Santa Malta—Coldmar	LA7/24	SF7/26	Po7/31	Se8/3
7/14	John Schroder—Coldmar	Jx7/21	NY7/25		
7/14	Cd de Pasto—Granco	Ba7/20	Pa7/21	NY7/23	
7/15	Farmer—Gulf	Ho7/23	NO7/28		
7/21	Cd de Armenia—Granco	Ba7/27	Pa7/28	NY7/30	
7/21	Elisabeth Schulte—Coldmar	Jx7/28	NY7/31		
7/21	Ranborg—Granco	LA7/31	SF8/4	Ba8/17	
7/27	Santa Juana—Grace	LA8/5	SF8/7	Po8/13	Se8/16
7/28	Erna Witt—Coldmar	Jx8/4	NY8/8		
7/28	Cd de Barranquilla—Granco	Ba8/3	Pa8/4	NY8/6	
8/4	Cali—Coldmar	Jx8/11	NY8/15		

Cartagena

7/11	Arctic Gull—Granco	NY7/21			
7/15	Nobistor—Granco	NY7/27			
7/19	Marión—Lykes	Ho7/25			
8/16	Marión—Lykes	Ho8/22			

INDIA

Calcutta

7/21	Express—Am-Exp	Bo8/31	NY9/2	Pa9/5	HR9/7	Se9/10	Ba9/15
8/8	City of Phil.—Ell-Buck	M19/16					
8/8	Wonoro—JavPac	LA9/11	SF9/17	Po9/24	Se9/27	Va9/30	
8/9	Jalavishvajyoti—Scindia	Bo9/9	NY9/11	N09/24			
8/9	City of St. Albans—Ell-Buck	Bo9/13	NY9/15	M19/19	Ba9/23		

Cochin

7/12	Silverspray—JavPac	LA9/6	SF9/11	Po9/18	Se9/21	Va9/24	
7/18	Exchequer—Am-Exp	Bo8/13	NY8/15	Pa8/18	HR8/20	Sa8/23	
						Ba8/28	
7/18	Jalakrishna—Scindia	Bo8/9	NY8/10	N08/22			
7/20	City of Birmingham—Ell-Buck	Bo8/13	NY8/15	Pa8/18	NF8/21	Ba8/24	
7/23	Coolidge—Am-Pres	NY8/23	Bo8/27	Pa8/29	Ba8/30	HR8/31	
7/28	Olga—Maersk	NY8/22					
7/28	Polk—Am-Pres	NY9/4	Bo9/8	Pa9/11	HR9/12		
8/2	Express—Am-Exp	Bo8/31	NY9/2	Pa9/5	HR9/7	Sa9/10	Ba9/15
8/8	Leda—Maersk	NY9/3					
8/12	Billiton—JavPac	LA10/7	SF10/12	Po10/19	Sel0/22	Val0/25	
8/13	Jackson—Am-Pres	NY9/15	Bo9/20	Pa9/22	Ba9/23	HR9/25	
8/18	Jalavishvajyoti—Scindia	Bo9/9	NY9/11	N09/24			
8/20	City of Phil.—Ell-Buck	M19/16					
8/23	Garfield—Am-Pres	NY9/28	Bol0/4	Pa10/6	Bal0/7	HR10/9	

INDONESIA

Djakarta

7/12	Leda—Maersk	Ha8/31	NY9/3	M19/18			
7/17	Harrison—Am-Pres	NY9/10	Pa9/16	Ba9/17	Bo9/20	HR9/25	
7/23	Norman—Lykes	N09/8	Ho9/14				
7/30	Madison—Am-Pres	NY9/24	Pa9/30	B10/1	Bol0/4	HR10/9	
8/2	Peter—Maersk	Ha9/19	NY9/22	M110/6			
9/5	Lexa—Maersk	Ha10/1	NY10/4	M110/18			
9/25	A vessel—Maersk	Ha10/19	NY10/22	M111/6			

JAPAN

Kobe

7/11	Chastine—Maersk	SF7/25	NY8/11				
7/12	Kingsville—Barb-Wn	LA7/29	NY8/12				
7/13	Hoover—Am-Pres	SF7/28					
7/15	Minx—Pioneer	NY8/10	Ba8/15	NF8/17	Pa8/19		
7/17	Taylor—Am-Pres	SF7/31	LA8/3	SD8/8			
7/22	Traviata—Barb-Wn	LA8/8	NY8/22				
7/26	Johannes—Maersk	LA8/12	NY8/27				
7/27	Cleveland—Am-Pres	SF8/10					

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7/28 Colorado Maru—K Line	SF8/12 NY8/25
8/3 Temeraire—Barb-Wn	LA8/19 NY9/2
8/11 Marit—Maersk	SF8/25 NY9/11
8/11 Johnson—Am-Pres	SF8/27 LA8/30 SD9/5
8/12 Queensville—Barb-Wn	LA8/29 NY9/12
8/20 Wilson—Am-Pres	SF9/3 LA9/8
8/22 Turandot—Barb-Wn	LA9/8 NY9/22
8/24 Buchanan—Am-Pres	SF9/7 LA9/11 SD9/17
8/26 Jeppesen—Maersk	LA9/12 NY9/27
9/11 Sally—Maersk	SF9/25 NY10/12
9/26 Nicoline—Maersk	LA10/12 NY10/27
10/11 Susan—Maersk	SF10/25 NY11/12

7/19 Taylor—Am-Pres	SF7/31 LA8/3 SD8/8
7/25 Traviata—Barb-Wn	LA8/8 NY8/22
7/28 Johannes—Maersk	LA8/12 NY8/27
7/20 Colorado Maru—K Line	SF8/12 NY8/25
8/5 Temeraire—Barb-Wn	LA8/19 NY9/2
8/13 Marit—Maersk	SF8/25 NY9/11
8/13 Johnson—Am-Pres	SF8/27 LA8/30 SD9/5
8/15 Queensville—Barb-Wn	LA8/29 NY9/12
8/25 Turandot—Barb-Wn	LA9/8 NY9/22
8/26 Buchanan—Am-Pres	SF9/7 LA9/11 SD9/17
8/28 Jeppesen—Maersk	LA9/12 NY9/27
9/13 Sally—Maersk	SF9/25 NY10/12
9/28 Nicoline—Maersk	LA10/12 NY10/27
10/13 Susan—Maersk	SF10/25 NY11/12

Nagoya

7/10 Lincoln—Am-Pres	SF7/23 LA7/27 SD8/3
7/12 Chastine—Maersk	SF7/25 NY8/11
7/14 Kingsville—Barb-Wn	LA7/29 NY8/12
7/18 Taylor—Am-Pres	SF7/31 LA8/3 SD8/8
7/24 Traviata—Barb-Wn	LA8/8 NY8/22
7/27 Johannes—Maersk	LA8/12 NY8/27
7/28 Van Buren—Am-Pres	NY8/25 Pa8/31 Ba9/1 Bo9/4 HR9/9
7/29 Colorado Maru—K Line	SF8/12 NY9/25
8/4 Temeraire—Barb-Wn	LA8/19 NY9/2
8/12 Johnson—Am-Pres	SF8/27 LA8/30 SD9/5
8/12 Marit—Maersk	SF8/25 NY9/11
8/14 Queensville—Barb-Wn	LA8/29 NY9/12
8/24 Turandot—Barb-Wn	LA9/8 NY9/22
8/25 Buchanan—Am-Pres	SF9/7 LA9/11 SD9/17
8/27 Jeppesen—Maersk	LA9/12 NY9/27
9/12 Sally—Maersk	SF9/25 NY10/12
9/27 Nicoline—Maersk	LA10/12 NY10/27
10/12 Susan—Maersk	SF10/25 NY11/12

Yokohama

7/13 Lincoln—Am-Pres	SF7/23 LA7/27 SD8/3
7/14 Hoover—Am-Pres	SF7/28
7/15 Chastine—Maersk	SF7/25 NY8/11
7/17 Kingsville—Barb-Wn	LA7/29 NY8/12
7/19 Minx—Pioneer	NY8/10 Ba8/15 NB8/17 Pa8/19
7/21 Taylor—Am-Pres	SF7/31 LA8/3 SD8/8
7/27 Traviata—Barb-Wn	LA8/8 NY8/22
7/29 Cleveland—Am-Pres	SF8/10
7/30 Fillmore—Am-Pres	SF8/11 LA8/14 SD8/20
7/31 Johannes—Maersk	LA8/12 NY8/27
8/2 Colorado Maru—K Line	SF8/12 NY8/25
8/7 Temeraire—Barb-Wn	LA8/19 NY9/2
8/15 Marit—Maersk	SF8/25 NY9/11
8/15 Johnson—Am-Pres	SF8/27 LA8/30 SD9/5
8/17 Queensville—Barb-Wn	LA8/29 NY9/12
8/22 Wilson—Am-Pres	SF9/3 LA9/8
8/27 Turandot—Barb-Wn	LA9/8 NY9/22
8/28 Buchanan—Am-Pres	SF9/7 LA9/11 SD9/17
8/31 Jeppesen—Maersk	LA9/12 NY9/27
9/15 Sally—Maersk	SF9/25 NY10/12
9/30 Nicoline—Maersk	LA10/12 NY10/27
10/15 Susan—Maersk	SF10/25 NY11/12

Shimizu

7/11 Lincoln—Am-Pres	SF7/23 LA7/27 SD8/3
7/13 Chastine—Maersk	SF7/25 NY8/11
7/15 Kingsville—Barb-Wn	LA7/29 NY8/12
7/17 Minx—Pioneer	NY8/10 Ba8/15 NB8/17 Pa8/19

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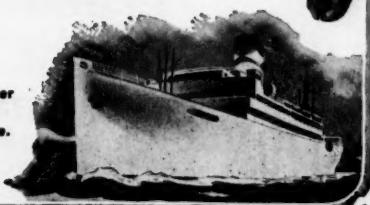
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PAKISTAN

Karachi

7/11 Arthur—Am-Pres	NY8/8 Bo8/11 Pa8/13 Ba8/14 HR8/15
8/4 Polk—Am-Pres	NY9/4 Bo9/8 Ba9/11 HR9/12
8/20 Jackson—Am-Pres	NY9/15 Bo9/20 Pa9/22 Ba9/23 HR9/5
8/31 Garfield—Am-Pres	NY9/28 Bo10/4 Pa10/6 Ba10/7 HR9/9

ECUADOR

Guayaquil

7/12 Ranborg—Granco	LA7/31 SF8/4 Va8/17
7/16 Cd de Armenia—Granco	BA7/27 Pa7/28 NY7/30
7/23 Cd de Barranquilla—Granco	BA8/3 Pa8/4 NY8/6

GUATEMALA

Pt. Barrios

7/10 Rep. de Colombia—Granco	LA7/23 SF7/27
7/10 Alcyon—UFRUIT	NY7/13
7/10 Christiane—UFRUIT	HO7/14 NO7/17
7/16 Leith Hill—UFRUIT	NO7/19
7/20 Zephyr—UFRUIT	NY7/27
7/21 G. Ferraris—Italian	LA7/27 SF7/30 Po8/1 Se8/6 Va8/9
7/23 Box Hill—UFRUIT	HO7/27 NO7/30
7/27 Mildred Cord—UFRUIT	NY8/3
7/31 Christiane—UFRUIT	HO8/4 NO8/6
8/3 Johan—UFRUIT	NY8/10
8/3 Michigan—French	IA8/9 SF8/12 Va8/17 Se8/20 Po8/21
8/6 Leith Hill—UFRUIT	HO8/10 NO8/12
8/10 Alcyon—UFRUIT	NY8/17
8/13 Box Hill—UFRUIT	HO8/17 NO8/19
8/17 Zephyr—UFRUIT	NY8/24
8/20 Christiane—UFRUIT	HO8/24 NO8/26
8/23 Paconotti—Italian	LA8/31 SF9/2 Po9/6 Se9/10 Va9/12
8/24 Mildred Cord—UFRUIT	NY8/31
8/27 Leith Hill—UFRUIT	HO8/31 NO9/2
8/31 Johan—UFRUIT	NY9/7
9/3 Box Hill—UFRUIT	HO9/7 NO9/9

HONDURAS

Belize

Pt. Cortes

7/12 Leith Hill—UFRUIT	NO7/19
7/14 Zephyr—UFRUIT	NY7/27
7/19 Box Hill—UFRUIT	HO7/27 NO7/30

7/22 Mildred Cord—UFRUIT

7/26 Christiane—UFRUIT	NY8/3
7/29 Johan—UFRUIT	HO8/4 NO8/6
8/2 Leith Hill—UFRUIT	NY8/10
8/5 Alcyon—UFRUIT	HO8/10 NO8/12
8/9 Box Hill—UFRUIT	NY8/17
8/12 Zephyr—UFRUIT	HO8/17 NO8/19
8/16 Christiane—UFRUIT	NY8/24
8/19 Mildred Cord—UFRUIT	HO8/24 NO8/26
8/23 Leith Hill—UFRUIT	NY8/31
8/26 Johan—UFRUIT	HO8/31 NO9/2
8/30 Box Hill—UFRUIT	NY9/7
	HO9/7 NO9/9

NICARAGUA

Corinto

7/13 Costa Rica—Mam	NY7/24
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La Union

7/10 Costa Rica—Mam	NY7/24
---------------------	--------

San Juan Del Sur

Costa Rica—Mam	NY7/24
----------------	--------

AFRICA

ANGOLA

Ambriz

7/17 Del Santos—Delta	NO8/11
7/27 Del Valle—Delta	NO8/24
8/9 Del Alba—Delta	NO9/2
8/27 Del Aires—Delta	NO9/21

Locito

7/13 Burckel—BAfr	NY8/4
7/16 Afr. Pilot—Farrell	NY8/13
7/17 Del Santos—Delta	NO8/7
7/27 Steenstraete—B-Afr	NY8/18
7/31 Afr. Glade—Farrell	NY8/27
8/2 Del Valle—Delta	NO8/24
8/10 Lusambo—B-Afr	NY9/1
8/12 Del Alba—Delta	NO9/2
8/17 Afr. Dawn—Farrell	NY9/10
8/25 Afr. Pilgrim—Farrell	NY9/24
8/31 Del Aires—Delta	NO9/21



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Luanda

7/10	Afr Pilot—Farrell	NY8/13
7/15	Del Santos—Delta	N08/7
7/20	Vibeke Gulwa—Nopal	NO8/13 Ho8/17
7/20	Burckel—B-Afr	NY8/4
7/23	Afr Glade—Farrell	NY8/27
7/28	Del Valle—Delta	NO8/24
8/3	Steenstraete—B-Afr	NY8/18
8/4	Afr Dawn—Farrell	NY9/10
8/8	Branco—Nopal	NO9/9 Ho9/16
8/10	Del Alba—Delta	NO9/2
8/17	Lusambo—B-Afr	NY9/1
8/18	Afr Pilgrim—Farrell	NY9/24
8/29	Del Aires—Delta	NO9/21

Porto Amboin

7/19	Del Santos—Delta	NO8/11
7/29	Del Valle—Delta	NO8/24
8/11	Del Alba—Delta	NO9/2
8/30	Del Aires—Delta	NO9/21

BELGIAN CONGO

Matadi

7/12	Vibeke Gulwa—Nopal	NO8/13 Ho8/17
7/13	Del Santos—Delta	NO8/7
7/20	Hans—Maersk	NY8/31 LA9/26 SF9/28
7/21	Steenstraete—B-Afr	NY8/18
7/22	Afr Glade—Farrell	NY8/27
7/26	Del Valle—Delta	NO8/24
8/4	Branco—Nopal	NO9/9 Ho9/16
8/5	Lusambo—B-Afr	NY9/1
8/8	Del Alba—Delta	NO9/2
8/13	Afr Dawn—Farrell	NY9/10
8/26	Del Aires—Delta	NO9/21
8/27	Afr Pilgrim—Farrell	NY9/24

FRENCH CAMEROUNS

Douala

7/11	Crestville—Am-WAfr	USA8/15
7/21	Clio—Bl-Star	NY8/14 Pa8/17 Ba8/21 Nf8/22
7/21	Vibeke Gulwa—Nopal	NO8/13 Ho8/17
7/26	Corneville—Am-WAfr	USA8/31
8/1	Hans—Maersk	NY8/31 LA9/26 SF9/28
8/5	Boffa—Hol-Pan	Bo8/28 NY8/30 Chsn9/3 Nf9/5 Ba9/7 Pa9/9
8/6	Tana—Am-WAfr	USA9/5
8/14	Branco—Nopal	NO9/9 Ho9/16
8/17	Tano River—Bl-Star	NY9/12 Pa9/15 Ba9/18 Nf9/19
8/23	Taurus—Am-WAfr	USA9/30
9/2	Vigrid—Bl-Star	NY9/25 Pa9/28 Ba10/2 Nf10/3

FRENCH SOMALILAND

Djibouti

7/23	Exchequer—Am-Exp	Bo8/13 NY8/15 Pa8/18 HR8/20 Sa8/23 Ba8/28
8/7	Express—Am-Exp	Bo8/31 NY9/2 Pa9/5 HR9/7 Sa9/10 Ba9/15

GHANA

Takoradi

7/15	Katha—Eld-Dem	NY8/4 Pa8/8
7/16	Tabor—Am-WAfr	USA6/31
7/18	Crestville—Am-WAfr	USA8/15
7/24	Clio—Bl-Star	NY8/14 Pa8/17 Ba8/21 Nf8/22
7/24	Vibeke Gulwa—Nopal	NO8/13 Ho8/17
7/25	Dixcove—Eld-Dem	NY8/31 LA9/26 SF9/28
8/4	Corneville—Am-WAfr	USA8/31
8/8	Hans—Maersk	NY8/29 Bo8/30 Mi9/7
8/10	Sherbo—Eld-Dem	USA9/5
8/15	Tana—Am-WAfr	NO9/9 Ho9/16
8/18	Branco—Nopal	NY9/12 Pa9/15 Ba9/18 Nf9/19
8/20	Tano River—Bl-Star	USA9/30
9/1	Taurus—Am-WAfr	NY9/25 Pa9/28 Ba10/2 Nf10/3

JULY, 1961

FULLY AUTOMATIC Percolators

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For Homes,
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Taverns, Lodges,
Restaurants, Hos-
pitals, or wherever
large quantities of
perfect coffee are
desired.

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58 CUPS
90 CUPS
CAPACITY

Easy to use. Simply fill
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required amount of cof-
fee and turn on current.
Percolator starts to
"perk," stops, and keeps
coffee serving hot, auto-
matically. No filters,
bags, papers or screens.
Uses ordinary 110-120
AC.

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30 full 5-oz. cups.
Catalog No. SA-24.
Retails \$24.95



58 full 5-oz. cups.
Catalog No. AP-48.
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90 full 5-oz. cups.

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Also a wide selection of
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lator electric coffee
makers in capacities from
20 to 80 cups. Write for
descriptive literature.

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245 Oberlin Road
Massillon, Ohio

Ship Sailings (Cont.)

IVORY COAST

Abidjan

7/13	Afr Glen—Farrell	NY7/30
7/14	Daloa—Hol-Pan	Bo7/29 NY7/31 Chsn8/4 Nf8/5 Ba8/7 Pa8/9
7/17	Hartvig—Maersk	NY8/3 LA8/28 SF8/30
7/17	Katha—Eld-Dem	NY8/4 Ho8/8
7/21	Tabor—Am-WAfr	USA7/31
7/22	Del Santos—Delta	NO8/7
7/23	Crestville—Am-WAfr	USA8/15
7/27	Vibeke Gulwa—Nopal	NO8/13 Ho8/17
7/27	Afr Pilot—Farrell	NY8/13
7/29	Clio—Bl-Star	NY8/14 Pa8/17 Ba8/21 Nf8/22
8/1	Del Valle—Delta	NO8/24
8/9	Corneville—Am-WAfr	USA8/31
8/11	Afr Glade—Farrell	NY8/27
8/12	Sherbro—Eld-Dem	NY8/29 Bo8/30 MI9/7
8/13	Boffa—Hol-Pan	Bo8/28 NY8/30 Chsn9/3 Nf9/5 Ba9/7 Pa9/9
8/15	Hans—Maersk	NY8/31 LA9/26 SF9/28
8/17	Del Alba—Delta	NO9/2
8/20	Tana—Am-WAfr	USA9/5
8/22	Branco—Nopal	NO9/9 Ho9/16
8/24	Afr Dawn—Farrell	NY9/10
8/25	Tano River—Bl-Star	NY9/12 Pa9/15 Ba9/16 Nf9/19
9/5	Del Aires—Delta	NO9/21
9/6	Taurus—Am-WAfr	USA9/30
9/7	Afr Pilgrim—Farrell	NY9/24
9/10	Vigrid—Bl-Star	NY9/25 Pa9/28 Ba10/2 Nf10/3

KENYA

Mombasa

7/23	Gray—Robin	Bo8/25 NY8/27
7/24	Afr Lightning—Farrell	Bo9/4 NY9/26
7/24	Sylvia—Lykes	NO8/27 Ho9/1
8/6	Afr Crescent—Farrell	NY9/15 Ho9/17
8/14	Mormacwind—Mormac	Bo9/20 NY9/22
8/27	Hood—Robin	Bo9/28 NY9/30
8/28	Charlotte—Lykes	NO9/30 Ho10/5
9/4	Afr Star—Farrell	Bo9/12 NY9/14

MALAGASY

Tamatave

8/3	Goodfellow—Robin	Bo9/2 NY9/4
9/14	Sherwood—Robin	Bo10/14 NY10/16

MOZAMBIQUE

Beira

7/20	Afr Lightning—Farrell	Bo9/4 NY9/6
8/2	Afr Crescent—Farrell	Bo9/15 NY9/17
8/31	Afr Star—Farrell	Bo10/12 NY10/14

NIGERIA

Lagos

7/10	Katha—Eld-Dem	NY8/4 Pa8/8
7/14	Tabor—Am-WAfr	USA7/31
7/15	Clio—Bl-Star	NY8/14 Pa8/17 Ba8/21 Nf8/22
7/21	Dixcove—Eld-Dem	NO8/15 Bo8/8
7/22	Corneville—Am-WAfr	USA8/31
7/28	Hans—Maersk	NY8/31 LA9/26 SF9/28
8/2	Tana—Am-WAfr	USA9/5
8/6	Sherbro—Eld-Dem	NY8/29 Bo8/30 MI9/7
8/8	Tano River—Bl-Star	NY9/12 Pa9/15 Ba9/18 Nf9/19
8/19	Taurus—Am-WAfr	USA9/30
8/20	Vigrid—Bl-Star	NY9/25 Pa9/28 Ba10/2 Nf10/3

TANGANYIKA

Dar es Salaam

7/14	Locksley—Robin	Bo8/12 NY8/13
7/18	Sylvia—Lykes	NO8/27 Ho9/1
8/1	Afr Lightning—Farrell	Bo9/4 NY9/6
8/14	Afr Crescent—Farrell	Bo9/15 Ho9/17
8/22	Mormacwind—Mormac	Bo9/20 NY9/22
8/23	Charlotte—Lykes	NO9/30 Ho10/5

8/31 Hood—Robin
9/12 Afr Star—Farrell

Bo9/28 NY9/30
Bo10/12 NY10/14

Tanga

7/28	Afr Lightning—Farrell	Bo9/4 NY9/6
8/12	Afr Crescent—Farrell	Bo9/15 NY9/17
9/10	Afr Star—Farrell	Bo10/12 NY10/14

ASIA

CEYLON

Colombo

7/15	Jalakrishna—Scindia	Bo8/9 NY8/10 N08/22
7/17	Silverspray—Jav-Pac	LA9/6 SF9/11 Pe9/18 Se9/21 Va9/24
7/18	City of Birmingham—Ell-Buck	M18/16
7/21	Coolidge—Am-Pres	NY8/23 Bo8/27 Pa8/29 Ba8/30 HR8/31
7/25	Olga—Maersk	Ha8/19 NY8/22 M19/6
8/5	Leda—Maersk	Ha8/31 NY9/3 M19/18
8/11	Jackson—Am-Pres	NY9/15 Bo9/20 Pa9/22 Ba9/23 HR9/25
8/15	Jalavishvayoti—Scindia	Bo9/9 NY9/11 N09/24
8/17	Bililon—Jav-Pac	LA10/7 SF10/12 Po10/19 Se10/22 Valo/25
8/18	City of St. Albans—Ell-Buck	Bo9/13 NY9/15 Pa9/18 Nf9/19 Ba9/23
8/18	City of Phil—Ell-Buck	M19/16
8/21	Garfield—Am-Pres	NY9/28 Bo10/4 Pa10/6 Ba10/7 HR10/9
8/25	Peter—Maersk	Ha9/19 NY9/22 M110/6
9/5	Lexa—Maersk	Ha10/1 NY10/4 M110/18
9/25	A vessel—Maersk	Ha10/19 NY10/22 M111/6

Trincomalee

7/14	Jalakrishna—Scindia	Bo8/9 NY8/10 N08/22
8/14	Jalavishvayoti—Scindia	Bo9/9 NY9/11 N09/24

HONG KONG

7/14	Yamakimi Maru—Yamashita	NY8/17 Nf8/21 Pa8/21 Ba8/23
7/16	Traviata—Barb-Wn	LA8/8 NY8/22
7/17	Bear—PacFar	SF8/3 LA8/6
7/18	Johannes—Maersk	LA8/12 NY8/27
7/19	Bengkalis—Jav-Pac	LA8/6 SF8/10 Po8/17 Se8/20 Va8/23
7/19	Colorado Maru—K Line	SF8/12 NY8/25
7/23	Cleveland—Am-Pres	SF8/10
7/24	Van Buren—Am-Pres	NY8/25 Pa8/31 Ba9/1 NY9/4 HR9/9
7/26	Temeraire—Barb-Wn	LA8/19 NY9/2
7/26	Kimikawa Maru—K Line	SF8/16 LA8/18 NY9/3 M19/12
8/3	Marit—Maersk	SF8/25 NY9/11
8/6	Korean Bear—PacFar	SF8/24 LA8/28
8/6	Queensville—Barb-Wn	LA8/29 NY9/12
8/10	Harrison—Am-Pres	NY9/10 Pa9/16 Ba9/17 Bo9/20 HR9/25
8/14	Yamataka Maru—Yamashita	NY9/17 Pa9/22 Ba9/23 Nf9/24
8/16	Turandot—Barb-Wn	LA9/8 NY9/22
8/16	Wilson—Am-Pres	SF9/3 LA9/8
8/18	Jeppeisen—Maersk	LA9/12 NY9/27
8/18	Golden Bear—PacFar	SF9/4 LA9/8
8/18	Silverspray—Jav-Pac	LA9/6 SF9/11 Po9/18 Se9/21 Va9/24
8/23	Madison—Am-Pres	NY9/24 Pa9/30 Ba10/1 Bo10/4 HR10/9
8/26	Bolivia Maru—K Line	SF9/16 LA9/18 NY10/4 M110/12
9/3	Sally—Maersk	SF9/25 NY10/12
9/15	Hong Kong Bear—PacFar	SF10/2 LA10/6
9/18	Nicoline—Maersk	LA10/12 NY10/27
10/3	Susan—Maersk	SF10/25 NY11/12

St. Louis Coffee Club Outing . . .

St. Louis Coffee Club spring outing was held at the Normandie Golf Club on June 20th. As usual a good sized group played golf. The four top scorers were Larry Killgore, Old Judge Coffee 77; Harold Schmidt, R. C. Can 87; Bill Scruggs, Illinois Central also 87; Bill Byrne, Star Coffee 90.

A fine roast beef dinner was enjoyed by all.

Rudy Hoffmann of Jabez Burns Chicago office became a member.

The next golf outing will be held at the Normandie on September 12th. The club extends a cordial invitation to the coffee and allied trades.

Regional Trade Notes

New York Notes

■ ■ Raymond Ross, a member of the New York sales staff of Florsynth Laboratories, Inc., was recently honored by the company after completing 25 years of service with the organization. In a testimonial ceremony, President W. L. Lakritz presented him with a special gift to commemorate the occasion.

■ ■ John Lloyd, for eight years a member of the General Foods sales staff in New York, has been appointed a member of the Coffee Brewing Institute field organization. Mr. Lloyd will cover the New York metropolitan area and assist in the institute headquarters.

■ ■ The MORMACDOVE is the seventh cargo unit launched in a Moormack shipbuilding program. It is especially designed for service to the Great Lakes through the St. Lawrence Seaway. Longitudinal "rubbing Bars" on each side protect the 12,450 ton ship in the locks while special heavy-duty self mooring winches and chocks provide "built-in" docking aids. To conform to inland waterway rules it has special navigational lights and a self-contained sewage disposal system.

■ ■ Van Brunt Stores, Inc. of Brooklyn, N. Y. has applied for Associate Membership in the Green Coffee Association of New York City, Inc.

■ ■ Archibald & Kendall, Inc., importers and manufacturers of spices and seasonings, announces the election of George J. Main as a vice president. Mr. Main has been active in the spice industry for 35 years and is currently serving as spice product manager of this New York City firm. Archibald & Kendall, Inc. has been serving coffee, meat and related food manufacturers for many years. Their spices, custom seasonings, and meat curing compounds are sold under the brand names of Aula and Black Diamond.



John P. Anderson

■ ■ Black Diamond Seed Co., Inc. announces the election of John P. Anderson as a vice president. This New York City firm serves members of the food industry in the grinding, upgrading and reconditioning of spices, seeds and herbs. Mr. Anderson has been active in the spice industry for 33 years and has been associated steadily with Black Diamond since 1940 except for time out for war service.

■ ■ Plans to double the capacity of the DuPont Co.'s polyethylene film plant in Richmond, Va., have been made public. When in full operation the plant will be able to produce more than 60 million pounds a year of the packaging film.

■ ■ Continental Can Co. will consolidate its head office staff and all of its New York City offices in a new building at 633 Third Avenue in late August and early September. Certain of the company's division offices from outside of New York will also relocate in the new building between 40th and 41st streets in New York.

Tea Club

■ ■ Thursday evening, June 29th about sixty hardy souls attended the belated Spring Meeting of the Tea Club. It was held at a new place—Churchill's restaurant. An innovation that seemed to score a hit with the members was the pre-meal snacks especially the cocktail franks and tiny meatballs.

Of interest to the trade was the appearance of Eddie Conran and his wife from their hideaway in Pennsylvania. They were among the lucky ones to leave with door prizes. Max Margolies of Tea Pack Co., won a nice souvenir of the occasion—an electric alarm clock—which he said he would give to his son Mike, to make sure he was on time at his new job.

Don Shalders of Antony Gibbs & Co., Inc. was chosen president, Russell Morse of Irwin-Harrison-Whitney, Inc., vice-president, and Martin Green of The Tea and Coffee Trade Journal, secretary, Herbert Wolfritz of Jardine, Balfour, Inc., treasurer.



George J. Main

JULY, 1961

Chicago Notes

■ ■ The maritime strike against American ships operating under foreign registry is raising havoc with long range buying plans, but spot orders and shipments are being filled through use of foreign ships.

In one aspect the strike comes at a good time: summer is the lowest consumption and marketing period of the sales year, so that the effect of tying up American ships under foreign flags is not too badly felt.

Yet, it is pointed out here, that the Taft-Hartley injunction providing for an interim work period for cooling off of both sides in negotiations could work against the coffee industry. The effective cut-off date of the legal work period would fall in the autumn-winter months, a prime coffee marketing season.

■ ■ Although coffee roasting for the first six months is two percent ahead of year ago figures, current orders are slumping below 1960 figures. Some of the reason for the slack is laid to the seaman's strike.

■ ■ Speculation is high here that U.N. Ambassador Adlai E. Stevenson's recent tour of South America and the government's decision to pour more money into that continent in order to stabilize economic conditions there may lead to dollar support of the troubled coffee producing nations.

Some sources here fear that this might result in U. S. Government support of import quotas, reducing the laissez faire leeway of market trading.

This, they reason, could lead to prime coffee prices in the fall, and the cost would be passed along to the consuming public.

This possibility reportedly is stimulating active trading in the futures market, with speculators looking up to a quick turn-over of traded up supplies in the Fall.

Jobbers and roasters aren't pleased over the possibilities this situation could have for prices, and supply and demand positions.

■ ■ Collections, which have lagged in previous months, are picking up in promptness of payments. This increased punctuality seems to be in line with the gradual economic upswing in the nation as a whole.

■ ■ With the coming of the humid summer months, tea merchandising is moving into full swing here. Standard Brands is running color ads in the Sunday graphic sections of newspapers plugging its instant Tender Leaf tea.

Lipton Tea has a coupon offer on a flame-proof combination tea maker and server. The company is offering the server, plus an anodized tea baller for using loose tea to make the brew, at \$2, plus one box top from either Lipton bag or packaged tea.

The server, said to be a \$5 value, holds 62 ounces of liquid. The tea can be brew-

Chicago Notes (Cont.)

ed in the server and then placed in the ice box for serving later. Color illustrations in the Lipton ads show consumers how to boil water, add and brew the tea, store it in the refrigerator, and serve it into glasses.

■ ■ Chase & Sanborn is offering an eight piece "steak set" to promote sale of its instant coffee. The set includes a large cutting fork, carver, and six matching steak knives for \$2, plus the inner seal from a jar of instant Chase & Sanborn coffee. Coupons for the deal are incorporated in the company's newspaper ads.

■ ■ Coffee continues to be a spot promotional item with the supermarket chains here. When placed in ads, they generally take a back seat to the warm weather fruit and soft drinks.

Jewel Tea Co. was promoting its medium price line private label Royal Jewel coffee at \$1.17 for the two pound tin. Hillman's, Inc. was selling its two pound bag of private label Lake Shore coffee for \$1, or one pound bags for 50 cents each.

National Tea Co. earlier this summer was promoting its private label Natco coffee at \$1.19 for the two pound can.

■ ■ Spices boom along at a merry pace in line with the current peak of the outdoor cooking season. Supermarkets are making liberal use of manufacturer point-of-sale material, plus building giant displays of outdoor cooking needs to help promote sauces, seasonings and spices for cooking.

■ ■ Kraft is running two promotional deals on its barbecue sauce. One offers a "hot dog rollster" for \$1 and the neck band from a bottle of Kraft barbecue sauce. The "rollster" is a fork-like apparatus designed to hold hot dogs securely in place while they are being cooked over a barbecue unit.

The other Kraft deal is a mail-in offer where the shopper sends an entry plus the neckband from the Kraft barbecue sauce to Kraft and in turn receives a coupon redeemable for a free bottle of the sauce.

The R. T. French Co. is offering a "torch-lite" lawn lamp for \$2 plus the label from any size jar of French's mustard.

■ ■ Even dietary supplements are becoming available in coffee flavor. Vita Vet Laboratories, Marion, Ind., is marketing the coffee flavored supplement in a 3½ pound can of powder for \$3.99.

■ ■ Continental Coffee Co. has merged with Gold Prize Coffee Co., Chicago. The merger will allow Continental to boost its sales volume in the states of Illinois, Indiana, Iowa, Wisconsin, Ohio and Michigan, according to Continental president Alvin W. Cohn.

In addition to its headquarters plant in Chicago, Continental also operates roasting plants in Chicago, Toledo, Brooklyn, Denver, Seattle and Los Angeles.

■ ■ Continental has added orange marmalade to its line of individual portion jams and jellies. The half-ounce measures are packed in clear plastic cups. The marmalade is sold in cases of ten trays, each tray holding 20 individual portions. Continental also produces apple, grape, and

strawberry jellies.

■ ■ A thirst-quenching new liquid vending tea—full flavored and crystal clear—has been introduced by the Continental Coffee Co., Chicago.

Completely adaptable for any crushed-ice beverage vending machine, the new Continental liquid tea contains both sugar and lemon flavoring.

A blend of the popular pekoe and orange pekoe teas, the new product does not become cloudy on chilling. A special additive assures prolonged keeping qualities.

One ounce of Continental vending tea syrup is all that is required to provide a refreshing cup of iced tea. The syrup is sold in 1 gal. glass bottles.

New Orleans Notes

■ ■ L. W. Oehmig, Fleetwood Coffee Co., and James N. Lieux, Morning Treat Coffee Co., Inc., were elected president and vice-president respectively of the Southern Coffee Roasters Association at its meeting on June 3rd.

The members chose William Bowron, Donovan Coffee Co. to be their 2nd vice-president and Fred Martin, Martin Coffee Co., as their secretary-treasurer.

October 27th and 28th were designated the dates for the next meeting of the Southern Roasters to be held at the Royal Orleans Hotel in New Orleans.

■ ■ Solon B. Turman, president of Lykes Bros. Steamship Line, was recently named winner of the 1961 American Merchant Marine Achievement Award sponsored by the American Legion. The award, to be presented by President John F. Kennedy, cites Turman's role in Lykes' construction program for replacement of 53 ships.

■ ■ A large delegation of Orleanians attended the Southern Coffee Roasters Association meeting at Ponte Vedra, Fla. They are: George W. Westfeldt, Jr. and Mrs. Albert Barrientos of Westfeldt Bros.; Louis Castaign, Leon Israel & Bros., Inc.; Fred Abbate, Stewart, Carnal & Co., Ltd.; Mr. and Mrs. James L. Levy, Allan Vories, Mr. and Mrs. Ed Ganuchea, J. Aron & Co., Inc.; Mr. and Mrs. Ralph Richards, Coffee Importing, Inc.; Mr. and Mrs. Edward Bent, Delta Line; Dave McKay, Continental Can Co.; Mr. and Mrs. John Clark, William B. Reily & Co., Inc.; James Martin, Board of Commissioners, Port of New Orleans; and J. W. Gehrkin, R. E. Schanzer & Co.

■ ■ Visiting J. P. Marks, local broker, recently, and calling on members of the trade, was Adalberto Vertes of the firm of Vertes y Cia, Rio de Janiero, Brazil. Mr. Marks and his wife recently returned from a vacation in Miami Beach.

■ ■ Tom Buckley of Buckley & Forstall was installed as new president of the Green Coffee Bowling League at the annual award banquet held at Camp LeRoy Johnson. Serving with him next year will be vice president, N. R. Velleman, J. Aron & Co. and secretary, Philip Condon, also from Aron. The trophy for high team went to S. Jackson & Son, Inc., with awards for second and third places to Westfeldt Bros. and Aron No. 1, respectively. Members of the top team were Harrell Lemonier,

captain, Paul Gary, Milton Walle, Norcom Jackson, Steve Leech, Harry Kromer and Felix Fonte. The Buckley & Forstall team won trophies for being high team for three game series and individual high game. L. E. Ditmer of Delta Line won individual high three-game series and Dave Esposito of Aron No. 2 received the award for the highest individual game. Receiving a trophy for leading the league in averages was Irwin April of Dupuy Storage & Forwarding team. Master of ceremonies at the banquet was Ed Bent of the Mississippi Shipping Co.

■ ■ Antonio Kattan, Honduran coffee-man and father of David A. Kattan plans a mid-summer trip to the Middle East.

■ ■ Mr. and Mrs. Thomas Buckley returned recently from Sellman, Ga. where they attended the wedding of Mr. and Mrs. Anthony Benos. Mr. Benos is with Atlanta's Mocha Coffee Co.

■ ■ Blue Plate Foods Co. is packing a three piece set of polished chrome tableware in each three pound can of their C D M coffee, retailing in most local super markets at \$1.62.

San Francisco News

■ ■ The California Milling Corporation, 465 California St., San Francisco has applied for membership in the Pacific Coast Coffee Association. Jack B. Berard, well known West Coast coffee man is manager of the coffee department.

■ ■ The trade was happy to see Doug Wood back on "coffee row". Mr. Werner Lewald, assistant vice-president of Transpacific Transportation Co., announced the appointment of Doug to their growing West Coast division. Doug will assist with the company's public and trade relations.

■ ■ Leon Cavasso, Jr. has also returned to the coffee industry having joined the restaurant division of the J. A. Folger Company, San Francisco.

■ ■ Back on the some-what mended list are Chuck Cecil of California Commodities Corp. and Bob England of Hills Bros. Bob's fractured leg is still in a cast and he operates with the use of crutches but he's pleased to be back at his desk.

■ ■ Bill Beebe, Davies Coffee, Inc., Seattle, visited old friends on California St. enroute home from a Southern California vacation.

■ ■ Tom Duff, Leon Israel & Bros., was a recent visitor to the Pacific Northwest.

■ ■ Two steamship lines announced plans recently to increase service between San Francisco and East Coast ports. Pope & Talbot, Inc. of San Francisco seeking to "pick up the slack left by the withdrawal of Luckenbach Lines from the intercoastal route", will replace three of the victory-type freighters on the run with larger C-3 type ships. Isbrandtsen Co. of New York, which has been restricted by the Interstate Commerce Commission on the number of calls its ships could make from East Bay ports to New York and Philadelphia, will now be allowed to make unrestricted sailings. Pope & Talbot inter-coastal operation in the past has been primarily the carriage of the Company's Oregon-Washington lumber to Philadelphia, Baltimore and Norfolk. Now the ships will devote more space to general

San Francisco News (Cont.)

cargo, according to W. B. Adams, general manager of the company's steamship division. He said the C-3 freighters P & T Forester, Navigator and Explorer would be removed from chartered service to India with grain and placed on the inter-coastal route as soon as possible. They will operate with the P&T Seafarer, a C-3 already in the domestic run, and a fifth ship, a Victory-type freighter. Isbrandtsen operates two or three ships a month in the intercoastal service, as part of its round the world route.

■ ■ San Francisco Bay Area warehousemen settled their one-day old strike June 19th with a new three-year contract providing for gradual increase adding up to 27 cents an hour. The raises would be in a series of step-ups ending on June 1, 1963. Union officials estimated that new fringe benefits will sweeten the package by an additional 12 to 14 cents hourly. Had negotiations failed between union and employer/distributor officials, several coffee and other food processors would have been affected.

■ ■ The Butter-Nut Foods Co. of Omaha, Nebraska, roasters of Regular and Instant Butter-Nut Coffee and Instant Butter-Nut Tea, announced the appointment of a new food broker for their Western Washington territory. Named was the Olson Brokerage Co. of Seattle, Washington. The new appointment coincides with an enlarged advertising campaign by Butter-Nut in the State of Washington. In addition to magazines such as Reader's Digest and Sunset, the imaginative program will include a wide variety of newspaper, radio, television and outdoor advertising.

■ ■ Schilling announced their summer salad promotion featuring their Foil Pack Salad Dressing Mixes—Italian, Old Fashioned French, Garlic French and Bleu Cheese. Consumer incentive includes 3¢ off regular price. For the retailer, two free packages with each dozen. Starting with the promotion will be full color ads in McCall's, Ladies Home Journal, Better Homes and Gardens and Everywoman's Family Circle. Schilling radio announcements and cooperative reader advertising

will round out big advertising support. Tying in high profit related items such as vinegars and oil will be an added incentive for retailers.

■ ■ A new disposable drinking cup with insulation and temperature retention qualities is being introduced by Tempo Plastics, Los Angeles. Pressure molded from white polystyrene foam, the cups are odorless and tasteless, the announcement states. Cups remain cool to the touch when serving hot beverages. Ideal for outdoor events, they are available in 7 and 9 ounce sizes and in 12 or 24 cup packs containing 48 dozen per carton.

■ ■ On Vacation: Elmer Briggs, Leon Israel, to the Southwestern U. S.; Don Dunn, Haas Bros., Sierra mountain range; John Beardsley, Otis McAllister, Pacific Northwest; John Crome, Otis McAllister, Russian River.

■ ■ Ruffner, McDowell & Burch, Inc. announced that Oswald L. Granicher, manager of their San Francisco office will retire on June 30th. "Oz" who has been with the firm since 1919 has contributed immeasurably to the San Francisco coffee industry. In his 42 years of coffee service he has served the PCCA in many capacities, including that of president during the 1954/55 term. To "Oz" and Mrs. Granicher the coffee fraternity bids a happy and healthy retirement.

Appointed to replace "Oz" Granicher as manager of Ruffner's San Francisco office is veteran Ernest A. Kahl. "Ernie has served as Granicher's assistant for sometime. Moving up to assist Kahl is Bob Benson.

■ ■ Mr. & Mrs. Lee Elliott of Defiance Coffee Co., Portland, Oregon visited old acquaintances along California St. during June. The Elliotts were enroute to Southern California and Las Vegas for their vacation.

■ ■ Mr. & Mrs. Alberto Avens and daughters from Managua, Nicaragua called on friends in the coffee industry on Front St. while vacationing in the City by the Golden Gate.

■ ■ Mr. Arthur Irish, Arthur Irish Co. Ltd., Vancouver, B.C. is back at his office after a three week bout with the flu.

■ ■ Ben Kristopeit and Floyd Pool,

Jr., have been named vice-presidents of Spray-Continental Coffee Co. Spray-Continental, headquartered in Denver, supplies coffee and food products to restaurants, hotels and other volume feeding institutions in Wyoming, New Mexico, Colorado and western Nebraska.

Continental formed the firm in 1959 when it merged with Spray Coffee and Spice Co.

■ ■ Mr. James Deily has been named executive Vice-President of the Breakfast Cheer Coffee Co. He has been with Breakfast Cheer since 1959 serving as National Sales Manager.

A fifteen-year veteran in the food industry, Mr. Deily also was a combat officer in World War II and the Korean War.



Two new instant coffees are being produced and distributed by Spice Islands Co., So. San Francisco, California, Antigua Instant Coffee, a high grown blend from the Mountain Districts of Guatemala, and Espresso Instant Coffee, an especially roasted after-dinner blend.

Both are packaged in glass jars with metal screw tops and seals made up of two sheets of Glassine wax-laminated together. This supplemental closure prevents moisture pick-up and seals in the flavor and aroma of the coffee. Being glued to the top of the jar, it also assures the purchaser of a sanitary, factory-fresh product and prevents pilferage.

The Spice Island Instants are available in 2-ounce and 4-ounce jars. Glass jars, caps, and Glassine seals are supplied by Owens-Illinois Glass Co.



Oops—We're sorry—caption should have read as follows . . .

John McKiernan (left), president, and one of the convention's major speakers, poses in picture above with Robert Powell and William M. Seely, PCCA's new president.



J. R. S. Hafers, president, Pan American Coffee Bureau; Jack Evans, Margaret Rauhle, PCCA's secretary and Warren Kludt pose for the camera during a lull in the activities at Pebble Beach.

An undaunted foursome of coffee men, from left, Robert Powell; R. A. Southerland, Eugene Laughery, president, CBI; Torben Nielsen.

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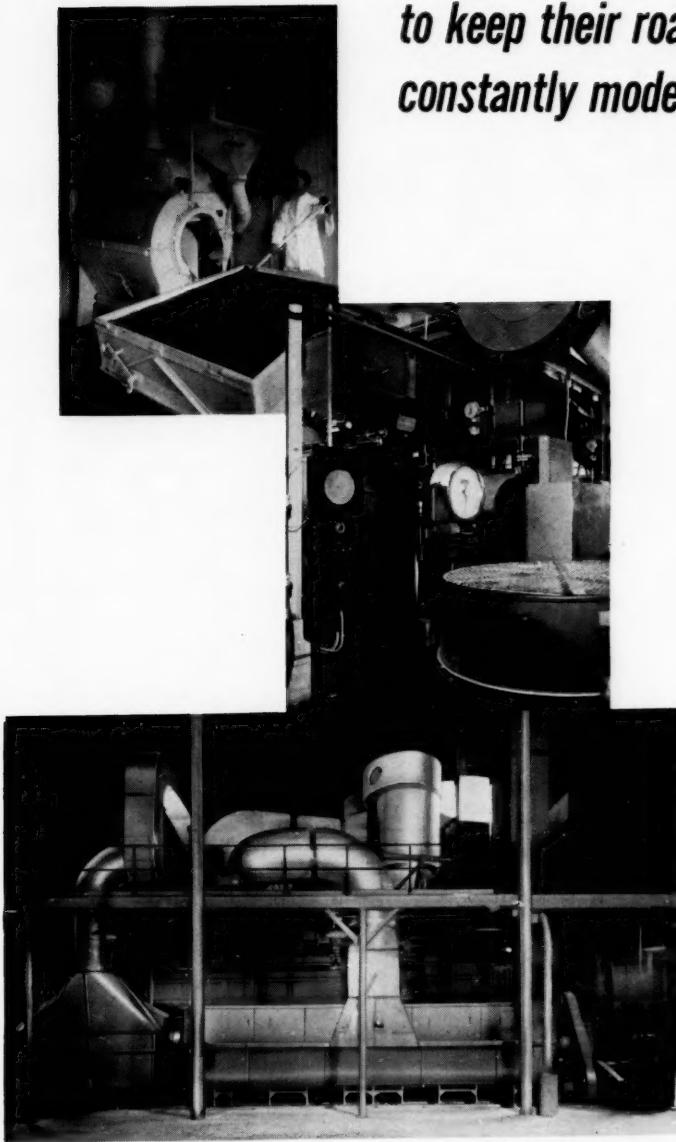
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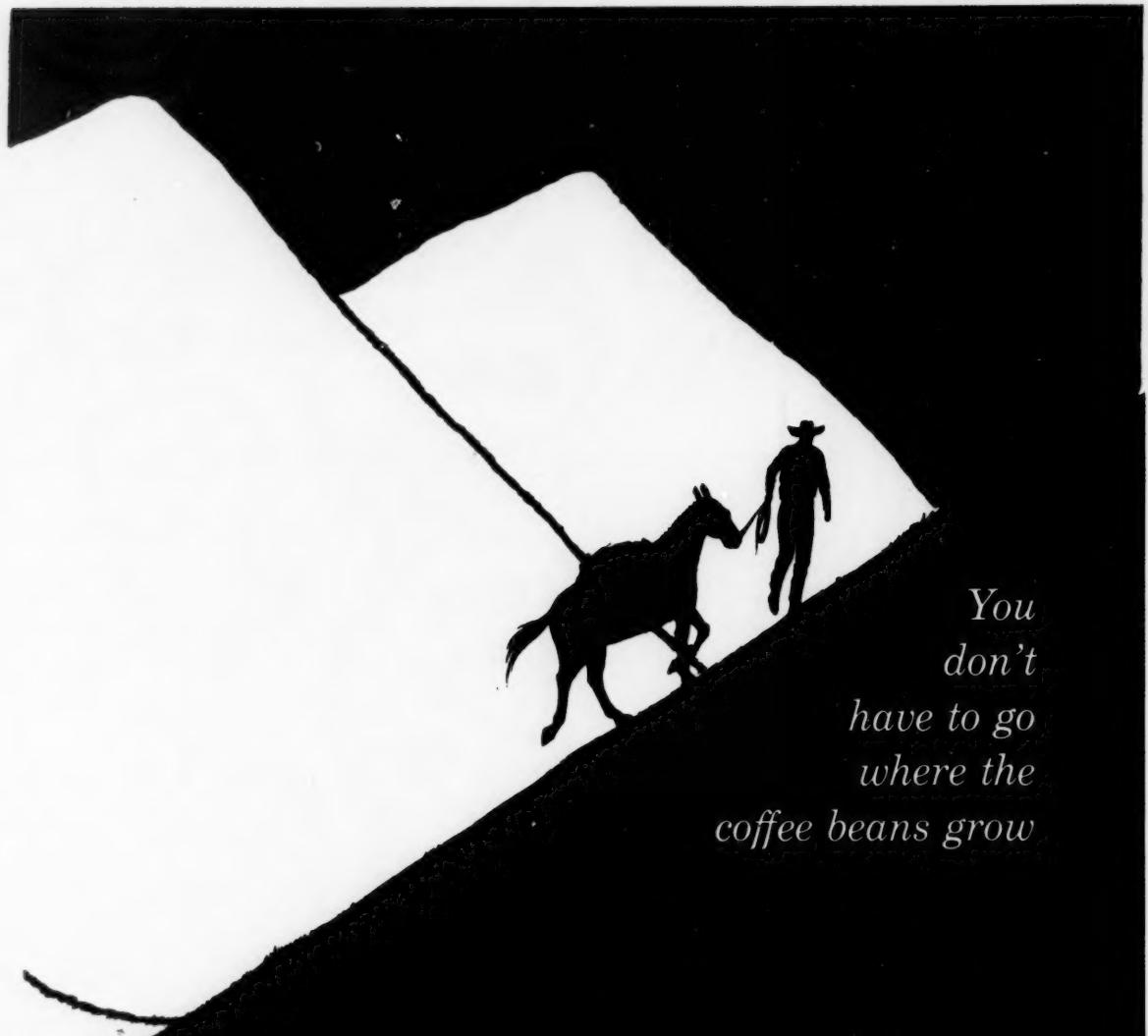
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